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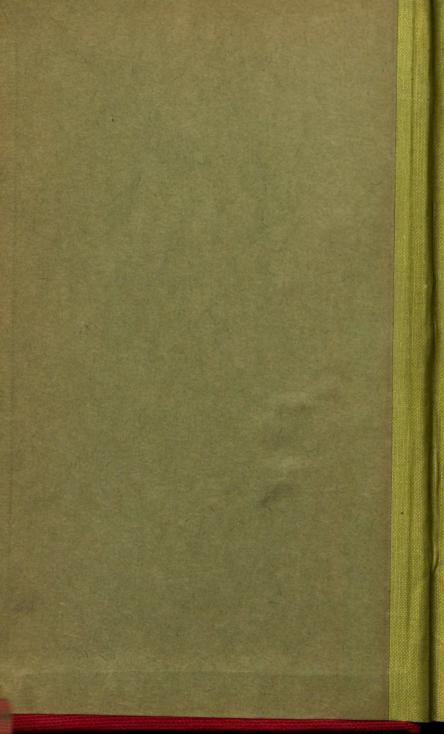
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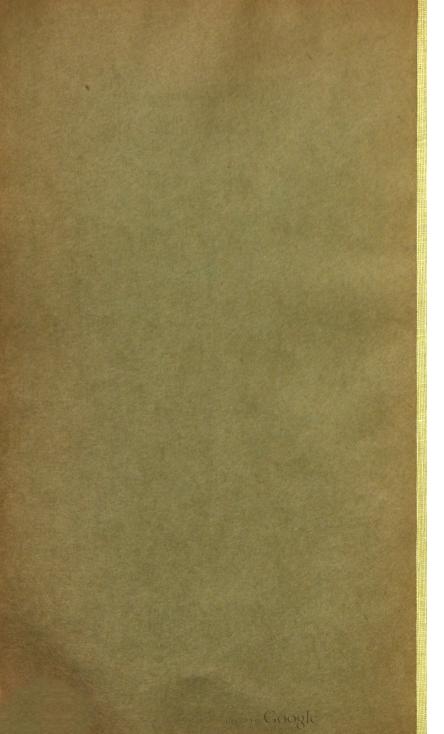
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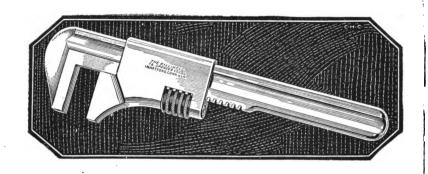
OCTOBER, 1920

\$1.00 A YEAR



Published Monthly for a Syndicate of Hardware Jobbers by
The Trade Division of

The Butterick Publishing Company
Butterick Building, New York City



ONLY Billings & Spencer drop forge this wrench throughout; The difficulty of drop forging a jaw makes others take to easier and cheaper methods. That's the short fact behind the long service.



THE BILLINGS & SPENCER CO. HARTFORD, CONNECTICUT

Here are the jobbers who already have the NEW Domes of Silence display package in stock:

Minneapelis, Minn.

Butler Bros.

Los Angeles, Cal. Calfornia Hdwe. Co. Union Hdwe. & Metal Co. Henry P. Hoffman Whol. Hdwe. San Francisco, Cal.
Dohrman Commercial Co.
Dunham, Carrigan & Hayden Co.
Sloss & Brittain
Hulse-Bradford Co.
Baker, Hamilton & Pacific Co.
D. N. & E. Walter & Co.
The Heyman Weil Co. Sacramente, Cal. The Schaw-Batcher Co. Oakland, Cal.
Maxwell Hdwe. Co.
C. L. Greeno Co.
A. Schlueter & Co. San Diego, Cal. Whitney & Co. Denver, Colorade Geo. Tritch Hdwe. Co. Bridgeport, Conn. The Bassick Co. American Hdwe. Stores, Inc. Hartford, Conn. Clapp & Treat, Inc. Chicago, lilinois
Hibbard, Spencer, Bartlett & Co
Carson, Pirie, Scott & Co.
Lussky, White & Coolidge, Inc.
Marshall Field Co. Bartlett & Co. S. A. Maxwell & Co. E. Silverman Sons Butler Bros. Decatur, III. Morehouse & Wells Co.

Evansville, Indiana
Clifford Hdwe. Co. indianapolis, ind. Van Camp Hdwe. & Iron Co Des Moines, lowa Brown-Camp Hdwe. Co. L. H. Kurtz & Co. Sioux City, Iowa
Dymond-Simmons Hdwe. Co.
Knapp & Spencer Co. Atchison, Kansas Blish, Mize & Silliman Hdwa. Co. The Klostermeier Bros. Leuisville, Ky. Belknap Hdwe. & Mfg. Co. Otis Hidden & Co. New Orleans, La.
United Hdwe. Co.
A. Baldwin & Co., Ltd. A. Baldwin & Co., Ltd.
Portland, Me.
The Emery Waterhouse Co.
Talbot, Brooks & Ayer
Edwards & Walker Co.
Baltimore, Md.
Baltimore Bargain House
Eastern Hdwe, & Supply Co.
Meyer & Thalnelmer Meyer & Thalneimer
Boston, Mass.
W. T. Hight & Co.
Burditt & Williams Co.
Chandler & Farquhar Co.
Decatur & Hopkins Co.
Atlantic Coast Hdwe. Co.
J. B. Hunter Co.
Bigelow & Dowse Co.
Fitchburg, Mass.
Fitchburg Hdwe. Co.
Pittsfeld Mass. Pittsfield, Mass. Pierson Hdwe. Co. Detroit, Mich. Buhl Sons Co. Standart Bros. Co., Ltd. Saginaw, Mich. Morley Bros.

Grand Rapids, Mich. Foster, Stevens & Co.

Janney, Semple, Hill & Co. Hall Hdwe, Co. Duluth, Minn. Kelly-How-Thomson Co. Marshall-Wells Co. St. Paul, Minn. Adam Decker Hdwe. Co. Farwell, Ozum, Kirk & Co. Hackett Gates-Hurty Co. G. Sommers & Co. G. Sommers & Co.

Kansas City, Me.

Townley Metal & Hdwe, Co.

Bunting Hdwe, Co.

Richards & Conover Hdwe, Co.

Abernathy Furniture Co. Wm. Volker & Co. St. Joseph, Me. Wyeth Hdwe. & Mig. Co. St. Louis, Me. Butler Bros. Rubelman-Lucas Hdwe. Co. Simmons Hdwe. Co. Geller, Ward & Hasner Hdwe. Co. Shapleigh Hdwe. Co. Witte Hdwe. Co. Newark, N. J.
Banister & Polard Co.
John Glesinger & Co.
Roy & Conover Orange, N. J. John N. Lindsley, Inc . New York City Masback Hdwe. Co. Mashack Hdwe. Co.
Butter Bros.
C. H. & E. S. Goldberg
Hammacher, Schlemmer & Co.
R. K. Carter Co.
Chas. Cordts & Co., Inc.
Hdwe. House of America
E. Ullman & Sons, Inc.
Mathews, Richardson & Co.
W. L. Blumberg & Co.
R. Christensen R. Christensen
Benz, Intermann & Granett, Inc.
Wm. Goldenblum & Co.
Gould Mersereau Co.
Chas. Kurzon & Co.
Neal & Brinker Co.
Sickels-Loder Co.
Chas. H. Pratt
Chas. J. Smith & Co. Binghamton, N. Y. Crocker & Odgen Co. H. D. Taylor Co.
Weed & Co.
Buffalo Wholesale Hdwe. Co. Walbridge & Co. W. Bergman Hdwe. Co. Beals, McCarthy & Rogers Elmira, N. Y. Treman, King & Co. Barker, Rose & Clinton Co. Rochester, N. Y. Mathews & Boucher Schenectady, N. Y. Clark, Witheck Co. Syracuse, N. Y. Burhans & Black, Inc. Troy, N. Y. J. M. Warren & Co. Watertown, N. Y. W. W. Conde Hdwe. Co. Chillicothe, Ohio Spetnagel Hdwe, Co. Cincinnati, Ohio The Kruse & Bahlmann Hdwe. Čo. Co.
The W. Bingham Co.
The Luetkemeyer Co.
The W. Edwards Co.
The Geo. Worthington Co.

Columbus, Ohio Smith Bios, Holwe, Co, Columbus Uphoi, Supply Co. Toledo, Ohio The Bostwick Braun Co. Marietta, Ohio The Union Holwe. Co. Portland, Oregon Marshall Wells Co. The Honeyman Howe, Co. F. S. Harmon & Co. Allentown, Pa. C. Y. Schelly & Bro. Erie. Pa. Palace Hdwe. Co. Lancaster, Pa. Herr & Co. Reilly Bros. & Raub Philadelphia, Pa. Dunn & Edridge Co. Supplee, Biddie Hdwe, Co. W. H. & G. W. Allen Pittsburgh, Pa. Pittsburgh, Pa.
James C. Lindsay Hdwe, Co.
Fort Pitt Hdwe, Co.
Logan Gregg Hdwe, Co.
The Hukill-Hunter Co.
Stelher & Voegtly Hdwe, Co.
Joseph Woodwell Hdwe, Co. J. A. Williams & Co. Reading, Pa. Bard Hdwe, Co. Scranton, Pa. Weeks Hdwe. Co. Previdence, R. I. Beicher & Loomis Hdwe. Co. Dallas, Texas Butler Bros. Huey & Philp Hdwe, Co. Laredo, Texas A. Deutz & Bro. El Paso, Texas Krakauer, Zork, Moyes, Sucs, Inc. San Antonio, Texas Geo. Potchernick Heusinger Howe. Co. Salt Lake City, Utah Strevell Paterson Howe, Co. Zion Cooperative Mercantile Inst. Richmend, Va. Virginia Carolina Hdwe. Co. Tacoma, Wash. F. S. Harmon & Co. Bellingham, Wash. Morse Hdwe. Co. Seattle, Wash, Spelger & Hurlburt, Inc. Schram & Ware, Inc. F. S. Harmon & Co. Seattle Hdwe, Co. Rhodes Bros, Co. Whiton Hdwe, Co. F. S. Harmon & Co. Jensen-King-Byrd Co. Holter Hdwe. Co. Everett, Wash. Pacific Hdwe, Co., Inc. Washington, D. C. Barber & Ross Parkersburg, West Va. W. H. Smith Hdwe. Co. Milwaukee, Wis. Wm. Frankfurth Hdwe. Co. John Pritzlaff Hdwe. Co.

Green Bay, Wis.
Morley, Murphy Hdwe. Co.

LaCrosse, Wis. V. Tausche Hdwe. Co.

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New Counter Display FOR DOMES of SILENCE

THIS new counter display will sell more slides for you than you have ever sold before.

Domes of Silence are made of case hardened steel, simple in construction and wear indefinitely.

Your customers know about these efficient little steel slides either through actual use or through our extensive national advertising.

ORDER FROM YOUR JOBBER TO-DAY

Special Assortment B I consisting of ½ gross each of the following fast selling sizes ½ " ¾ " ½ " ½ "

Henry W. Peabody Co.

17 State St., New York

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Y



Gentlemen— Meet Ben Greely!

BEN GREELY becomes editor of GOOD HARDWARE commencing with this issue.

Ben is the chap who believes a business magazine ought to be edited with a grip and a camera. As he offers as evidence of his practical application of his belief, this fact: that he wears out the soles of his shoes quicker than he wears out the seat of his pants.

The picture at the top of the page makes me think of the story of a colored chap who went into a bank every week to deposit his savings but always avoided a certain teller who habitually wore a hat. One day the teller said: "Rastus, why don't you ever come to my window?"

"I dunno, boss," said Rastus, "unless it's that you allus looks as if you were goin' somewheres."

So as Ben Greely is usually on his way from somewhere to somewhere else, the picture seems natural enough.

I think you will find some good stuff in this issue—stuff that will bear out our belief that a business paper like GOOD HARDWARE ought to be a clearing house for ideas and plans that somebody has tried out and has found successful.

So Ben Greely and his staff scour the country for good sensible ideas that have worked once and will work again.

When a man takes over a new thing like GOOD HARDWARE, he naturally likes to hear from his friends in the trade. So if you want to drop a line to Ben, write him care of GOOD HARDWARE Butterick Building, New York and I'll see that he gets the letter alright.

Cordially yours,

LEONARD TINGLE

Business Manager

Do you want to get Good Hardware every month?

YOU can have Good Hardware every month, at no expense. It will come either through us or through one of the leading hardware jobbers in your territory.

One jobber in each territory has the privilege of subscribing to Good Hardware for the merchants in that territory. In a few sections of the country no jobber has yet taken on this service. Therefore we are sending the magazine to you direct.

But your territory will be taken before long by some jobbing house. If you want to continue to receive Good Hardware, tell the salesmen who call on you that you are interested in Good Hardware. They will carry the word back to headquarters and when some jobber takes on this service your name will go on the list.

You might also write us the names of the hardware jobbers you buy the most goods from. It would be helpful in securing the best distribution of Good Hardware in your territory.

We are planning to turn out one of the best trade papers in the country. We can do it if you will work with us by letting us and your jobber know if Good Hardware is interesting and helpful to you and if you are glad to have it come to you every month.

GOOD HARDWARE

Published monthly

by the

TRADE DIVISION

The Butterick Publishing Company
Butterick Building New York

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GOOD HARDWARE

A monthly magazine for the Hardware Dealer who believes the interchange of ideas is good for soul and the pocketbook

Edited by BEN GREELY

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LEONARD TINGLE, Business Manager

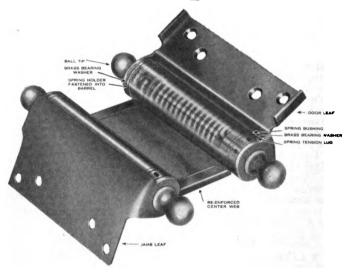
FRANK C. THOMAS, Eastern Manager 116 W. 39th Street, New York

EDITORIAL.

W. B. CONANT, Western Manager State-Lake Building, Chicago



The Hinge That Is Specified



There is one big reason why contractors and architects specify Lawson Nu Jamb Spring Hinges—

They fasten directly to the door jamb.

Time and money are both saved.

Jobbers and dealers profit by larger and easier sales.

Write your jobber or write us.

Lawson Manufacturing Co.

228-230 W. Superior Street CHICAGO, ILLINOIS

Eastern Representative
John H. Graham & Co.
113 Chambers St., 95 Reade St.
New York City

Pacific Coast Representative
C. N. & F. W. Jonas
Seattle, San Francisco
Los Angeles

GOOD HARDWARE

A Monthly Magazine for the Hardware Trade

A clearing house of good ideas that Retail Hardware Dealers are using to get more business and to make more money

Edited by BEN GREELY

VOL. 2

OCTOBER, 192**678633** AN

Chain Store Competition in Hardware Will it Help or Hurt?

An unusually sane letter discussing the effect of the Winchester invasion of the retail dealer's preserves; also a random thought or two on how to cash in on high prices; and a new angle of mail order competition

It is our personal belief that a little unusual competition is sometimes a good thing. It wakes fellows up. They rub the sleep out of their eyes and get busy to meet this new and dreadful competition. And a little later they find themselves doing more business than they ever did before and they decide that maybe the competition wasn't so bad after all.

So with all this speculation as to the final outcome of the Winchester Chain Store plan, it was a real pleasure to read such a sane and logical letter as the following, which was sent to a number of retail hardware dealers, and which we pass along as a document of interest now and of even greater interest perhaps a year or two from now.

"It is unreasonable to hope that the Manufacturer, the Wholesaler and the Retailer, making up as they do the Triumvirate of Distribution, will eventually see that in the long run only those things are really to the advantage of the individual members which are of advantage to all three.

"We are nowadays so often asked this question: 'What are you going to do to counteract the effect of the Winchester stores upon your business, and are you going to follow the same course that many other jobbers are following of trying to combat this new plan by putting those of your customers who are not to be Winchester stores in a position to fight those that are?'

UR answer is invariably this:--'Why should we try to combat it, and why should we try to stir up unfriendly competition? If this plan proves to be an economic way to distribute merchandise and if a lower overhead cost of distribution in this manner can be demonstrated than by the present method, it ought to succeed.' In the long run it would probably be best for business as a whole that the cost of distribution should be kept at the lowest possible point; and if new ways to show a lower cost are worked out, then plans can be probably adapted so that all merchandising can have the advantage.

"We do not mean to imply, how-

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ever, by what we have said that we necessarily agree with this plan. We have a right to our opinion others have a right to theirs. Personally we do not believe that the method proposed is going to show a lower cost than the present method. It may make a redistribution of the expense and perhaps be to the advantage of some particular group; but if it only means a redistribution. the ultimate consumer will not gain any advantage. Therefore, the new plan would be little better from an economic standpoint than the present method.

"We are writing this letter because we feel that there is a group in the business community who feel that anything which is not in the interest of themselves should be condemned.

"TX7E believe it important that v someone try out new methods of distribution. The world must progress. If it does not progress it will go backward. We wish the originators of the Winchester plan the best of luck. We shall continue to compete to the best of our ability in a perfectly friendly spirit with all methods of distribution trying to make our way, by means of careful personal attention to details and by the use of the best brains we have, a little bit more successful and economical than the other fellow's. If we succeed in doing this we will win. If the other organization does a better job it means that we will gradually fall out of line and eventually give up altogether, or else readjust our own plans to meet those plans which have been proved to be better.

"Would it not be better for all if the exponents of the different plans each spent his time and energy trying to perfect his own organization, meeting the other fellow in goodnatured rivalry instead of endeavoring to prevent his competitor from having an opportunity to try out some new plan which may perhaps improve the methods of distribution."

HERE is a chance to make money out of present high prices. And no one will call you a profiteer for doing it.

Talk to any home owner about the necessary repairs on his house and he will give you a long tale of woe about the high wages demanded by plumbers, carpenters and other workmen that he has to hire. The chances are he will put these same carpenters, plumbers and so on in a general classification with highwaymen, bandits and Wall Street manipulators.

He will also rave about the great difficulty of securing any of these gentlemen—the plumbers and carpenters, not the highwaymen, at any price.

Now a plumber has to live and perhaps he isn't salting away any great amount of money on his present charges. But one thing is certain. The present cost of labor of any kind whether it is really high proportionately or not and the shortage of this labor is making more people think about doing odd jobs themselves than they ever did before. This is where the hardware dealer comes in.

SUPPOSE some hardware man got up a little booklet entitled: "For Little Jobs around the House," and told of some of the things that almost any man can do provided he has the right tools. It ought to give directions for making simple repairs on a water closet, how to fix a leaky faucet, what to do when water pipes freeze, how to do simple carpenter jobs such

as taking the sag out of a door, how to put on a pair of hinges, how to attach a door check, how to attach a lock; it might tell something of the different kinds of locks, how to attach a new plug on an electric light cord; and so on through a fairly extensive list of things that any handy man might do himself.

Along with these instructions should be illustrations and descriptions of the tools that are necessary in doing these simple jobs. Send one of these booklets to every home owner and to the tenants as well, together with a letter telling of the time and the money to be saved in doing these little repairs with home talent and there is every chance in the world of an increased tool business. Once you get a man started on the tool habit you can sell him new things right along.

SOME little time ago Julius Rosenwald president of Sears-Roebuck & Co. said that the logical place to buy merchandise is the local retail store. Imagine such a statement coming from a man that did a mail order business last year of \$253,000,000! But here are his exact words as reported in Printers Ink:

"Unquestionably, the logical method of buying goods is over the counter in a retail store. Any way you can fix it there is delay and some inconvenience to be encountered in buying from a mail order house."

Evidently Montgomery Ward & Co. also believe in the retail store. This house, which is the oldest mail order business in the country, was recently acquired

by the United Cigar Stores They opened an "Outlet Store" in Chicago to get rid of odds and ends. Now it is rumored that other retail stores will be established in cities and large towns. Announcements have already been sent out of a new "store-to-door" delivery system which will cut out all the running down to the depot to see if the treasured mail order shipment has come in. The new scheme takes care of delivery right to the customer's door and also cuts down the freight charges as everything going to a town is sent in one shipment to a local delivery man who, for a small sum, takes care of the individual orders.

It looks as if Montgomery Ward might develop into a combination mail order and chain store business. Merchants have tried catalogs of their own to meet the mail order competition. It seldom works for the simple reason that no merchant or group of merchants can turn out a catalog to compete with the mail order houses. But now, one big catalog house is going to use the merchant's own weapon—the local retail store.

The wide awake merchant who is bending every effort to make his store a valuable asset to his community will not lose any sleep over the prospect. But the developments in the next year or two are sure to be of unusual interest to anyone who is interested in the problems of distribution.

Ben Greely

The Commercial Club Secretary has a Nightmare

Joe Hammerhard, the live little secretary of the Podunk Chamber of Commerce had had a bad day. The treasury was lower'n a snake. The boys wouldn't turn out and the weekly meeting was a frost. Try as he might, Joe couldn't put the proper jazz into Podunk. And so that night, when he went to bed—



Some Things I Have Learned About Selling Goods*

If you are new at the game of selling, read this and profit; if you are an old hand, read it anyway and have a laugh with the author

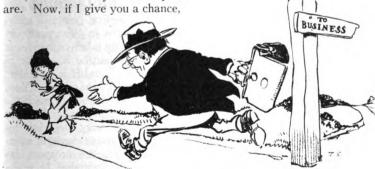
By Saunders Norvell

Illustrated by Tony Sarg

YOU are the young salesman, just making your start, and I am the "has-been," just making my finish. You are looking forward, but I am looking backward. Your dollar is worth five times as much as mine, because, if you save it, you will have the benefit of it just five times longer than I will. The value of your money is The value of my increasing. money is decreasing with every year, month and day I live. I can enjoy it but a short time; you will be able to enjoy yours many years -if you don't rush things too fast.

Once a salesman applied to me for a job, when I needed good salesmen very badly. I knew he was a good salesman. His former employer wrote me that he was too fond of the skirts. I told this salesman—"That is your reputation, and that is just what you are. Now if I give you a chance.

will you quit chasing calico just long enough to sell some goods for me?" He 'lowed he would, and he did. Of course, he did slip up now and then. He got a little behind financially, and needed a personal loan now and then. He found calico more or less expensive, but all the time, he sold goods, and he made friends. He sold the best trade. All of us knew this man's failings, because sometimes, his failings would insist on coming to the store to see him. Other times, they worked the telephone, but time passed, and with time he came to agree with Franz Liszt, who when invited by George Sand, the brilliant French woman of many loves, to a private siesta in her chateau, replied: "Only God is worthy to be loved."



He was a good salesman—with a weakness for calico

To-day, this salesman is independent financially, and he is an honored director in a great corporation. Now, you see, if I had expected to get men "tailor-made," I never would have hired him. If I had not been patient with him when he side-stepped, he might have gone down in the flotsam of life, but to-day he is a success, and I like to think that my giving him a chance, contrary to warning, had a whole lot to do with his successful career.

These are not going to be a series of Sunday School articles nor am I going to do a lot of preaching. I have thought a good deal about what I am to write, and the curious thing is, that almost every rule I lay down for salesmanship, in the light of experience, has so many exceptions that I begin to lose faith in my rule.

My Confession

Now. I have been called a "success." Let me make a confession to vou-iust between us-I was never intended to be a business man, and most of the points I will bring out in this article are not the result of my successes, but of my failures. I could sympathize with John W. Gates, when he wrote he had made so many mistakes that he walked sideways. like a dog. Some of the great successes in business in the United States are not the men who actually built up the business. are the men, who when the business is built up, lie awake at night, scheming how they can get control of the stock, and then boss the other fellow, who built up the Now, I must confess business.

that I haven't this kind of business ability. My joy in business has been to see the business itself grow, and to see the people doing the business develop with the business. I have loved salesmanship because I love people, and as a salesman. I had an opportunity to come in contact with a great many different kinds of peopleto know them well- to make friends, and to form affectionate associations with high and low, that have lasted throughout the years. As far as money is concerned. I have always had enough. I have never had to ask for the extension of a bill or a note, at the bank. If I owe anybody a dollar to-day, if he will present his bill, it will be paid.

Of course, I know the world loves success. It likes to hear successful men talk. It thinks successful men know what they are talking about. But for real, illuminating, helpful talk that is worth listening to, give me the talk of a man who knows how many mistakes he has made, and still has a sense of humor and a perspective, to review his failures without bitterness.

I'm Still Learning

One of the first points in salesmanship is not to go at your customer as being a better man, or a wiser man, than he is. None of us know it all and it is a tactless thing to pretend that we do. You, my friend, no doubt can teach me many things and I know it—I am still learning every day—but let me put it down as a maxim of salesmanship, that the prospect (as they call the customer in salesmanship meetings) should be

approached in a modest spirit. Blustering antagonizes and excites prejudice and suspicion; modesty invites faith and encourages confidence. The real salesman thinks more about what the prospect is thinking, than he does of what he is thinking himself. At first, he asks more questions than he makes statements.

Of a famous man, with many enemies of his own making, it was once tritely said: "There is no use of arguing with him, for when his pistol misses fire he knocks you down with the butt end of it." This attitude never makes friends anywhere. It is a mistake. Far better is the attitude of Byron who in comparing himself to Napoleon said, "I am an insect compared to that creature."

Now, right here, let me give you a thought that will be worth a great deal of money to you in the years to come—in all the years you, my young friend, have to live after I am gone, and here is the thought: "Many a man has been put in jail for making a statement, but they cannot arrest you for asking questions." Do you get it? One of the things I have remarked about all kinds of great men with whom I have come in contact, is the number of questions they asked. On the other hand, you will observe that the weak-minded float around the country, making emphatic statements.

Socrates was a great salesman. He sold his ideas and his philosophy to his pupils. The Socratic method of argument was, to ask questions, and tangle your opponents up in his own answers. Of course, you remember Socrates

asked so many troublesome questions of his fellow citizens that they became tired of him, and finally, he was forced to take a soft drink—hemlock—but Socrates made such a dignified and courageous exit, that his fame has



They made this great salesman drink hemlock but his fame trickled down thru the ages

trickled down through the ages, while his fellow townsmen have been forgotten.

My young friend, if you wish a change from the daily newspaper, go to a second-hand store, buy a copy of "Plato" and you will be surprised that "Plato" is almost as good as the latest movie.

This suggests another point: If you are a salesman, you will have plenty of spare time on your hands - on trains - waiting for trains — in hotels — waiting for customers (contrary to the sworn statement of all salesmen). Just buy the Classics in small, pocketbook form. Always have a little volume with you, and put in your spare time in the society of the greatest minds the world has ever known. This will be a wonderful help in salesmanship. Such associations will give you a broader view of life. You will understand human nature better. great minds, that climbed up to the mountain tops, are the best society in the world, and when you meet them through their books, you will be surprised at how simple, direct and human, they are. When you read of a little dinner party given in the days of Plato, where Socrates arrives somewhat under the influence of Coca-Cola, but is given a place at the table, you will realize that the ancients had a pretty good time after all. My dear boy, get your little set of books— Dr. Eliot's five-foot shelf, if you will, and read these books at least one hour every day. They will help make you a good salesman. and what is more, they will very much add to your joy of living.



The best commercial course ever written—the Bible

The basis for all salesmanship is the study of mankind-of human motives, desires, hopes, aspirations, passions, and even human frailties and weaknesses. As I have stated, these are not to be a series of Sunday School articles. but I will say, with all reverence. that the best commercial course ever written is the Bible. This is true because the Bible gives you human nature unexpurgated. Men today act pretty much the same as they acted in the days of the Old and New Testament. Human nature has changed very little since these were written.

Men of those days were moved by much the same impulses and emotions, had their shortcomings and their virtues and reasoned things out practically as they do to-day.

A thoughtful study of great literature will convince you of one thing, and that is, that you can not get men perfect. The law of compensation is always at work. When a man is unusually great in one direction, he seems to be just that much weaker in other directions. Therefore, if you are sales manager, don't expect to gather in perfect salesmen. old friend of mine out in the Ozarks used to sav-"Men don't come tailor-made." The great art of sales managing is not to find perfect men, but to get the best possible work out of average men. It's a lot of fun to get together a lot of good, rough, raw material in the way of salesmen, and then work them into shape.

This leads us to the question of selecting salesmen—what rule is to be followed, and here, I must disappoint you, because my experience leads me to conclude— "There ain't no rule." I have seen the poorest material developed into remarkable salesmen. I have seen drunkards stop drinking. I have seen calicochasers give up the chase. I have seen handsome, attractive men fail, when red-headed, crosseved men succeeded. It is wonderful-what you can do with a band Do you know that. of pirates. when John Paul Jones on the "Bonhomme Richard" whipped the "Serapis," his crew was composed mainly of ex-convicts? Henry Ford hasn't a monopoly on that idea of using convicts in his business— John Paul Jones got there first.

(Continued on page 56)
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When Everybody Profits

BY BEN GREELY

HE story is told that when The Charles Williams
Stores of New York, the newest big mail order
house, was founded nine years ago, the heads
of the house received an invitation from The National
Cloak and Suit Company to visit their plant and to
learn something at first hand of the biggest business
of its kind in the country.

The executives of the Charles Williams stores were taken through the plant of the great National Cloak and Suit Company. They were told how merchandise is selected how catalogs are prepared, how customers are secured and held, how orders are handled, how complaints are adjusted. They were shown every nook and corner of the business.

One of the executives of The Charles Williams Stores turned to the National Cloak and Suit man who had unlocked the door to the secrets of the business and said: "Why do you tell us all this when we are going to be your active competitors?" And the answer was:

"We want you to succeed in the mail order business. If you give poor values and poor service you will make a lot of people disgusted with buying by mail. Then we suffer. So does every other good mail order house.

"If, on the other hand, you sell good merchandise at fair prices, treat your customers well and make them like to do business by mail, you win new converts to our method of doing business. Then we all profit because our greatest task is to convince people that it is safe and profitable to buy goods by mail."

If the same spirit only held true among all business men what wonders might be accomplished!

Many of the old petty jealousies have already disappeared. Others are going fast. Whereas in the old days men closely guarded the "secrets" of their business, there is now a growing spirit of cooperation that is based on the sound belief that anything which helps a business as a whole is a direct benefit to everyone connected with that business.

These Plans May Help You Sell More Stoves

This article tells how two merchants cash in on the human trait of following the crowd

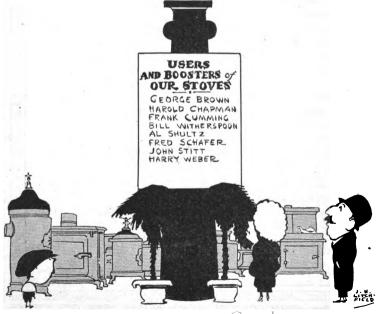
SATISFIED users are the best advertisement a product can have—hence the well known advertising phrase "Ask the Man Who Owns One."

The Minnick Hardware Company, of Union City, Indiana, conducts a departmentized hardware store and carries considerable well-known advertised products. Hanging over each department is a cardboard sign about 30 by 40 inches reading—"Users and Boosters of OUR Stoves," or whatever the product may be.

Underneath this caption is listed customers who are satisfied purchasers of that brand of product. As Union City is of such size that practically everyone knows everyone else, the scheme has proved very advantageous. For instance, Jim Wilson sees that Joe Brown uses "Velvet Paint" or has a "Coal King Stove" and immediately forms the conclusion that it must be O. K.

Mr. Minnick says this form of testimonial has been very profitable to him.

Another help towards clinching sales is the territorial map illustrated here. Mr. Louis J. Heckler, of Heckler Bros., Pittsburgh, fitted this idea to his business and has made it one of the biggest



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selling helps for stoves, furnaces and builders' hardware.

In this instance, three goodsized maps of Alleghany County were used. Different colored headed pins are used to show the product sold in the territory designated; for instance, a red pin

on one of the maps shows a furnace sold here. A green pin a coal heater, etc.

The map used for gas ranges has exceptionally interesting features. Two popular ranges sell for about fifty and sixty dollars respectively, the latter known as No. 8o. It is comparatively easy to get a customer up to the point of buying the fifty dollar one. The other range has features which make it worth the extra price. Frequently however the sale

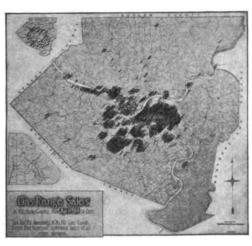
seems to stick at the lower price and here is where the map comes in:

Red pins represent sales of No. 80 range, green pins all other styles combined. While colors can not be shown in this photograph, there are nearly as many red pins as green, indicating that about as many No. 80 ranges have been sold as all other styles put together.

By referring to a card index, the salesman can give the names of satisfied users of Heckler's gas ranges right in the prospective customer's own neighborhood.

The map shows such overwhelming evidence of the popularity of the No. 80 range that the customers make their own decisions, and take the better range.

Possibly you do not sell furnaces or stoves, but you will understand that the map idea can be adapted to any product and is one of the most successful methods of demonstrating graphically to a cus-



This map shows prospective customers how many of their neighbors own Heckler ranges, and also tells what style each has

tomer the popularity of any piece of merchandise.

An enterprising hardware merchant hung the following sign outside his store.

"Don't work your wife to death. Let our washing machine do the dirty work."

Eve must have been the first book-keeper. She invented the loose-leaf system.

Grant some people an interview and they act as if you had invited them in for Old Home Week.

From: One Hardware Dealer

To: Another Hardware Dealer

Subject: Chain Stores

An Open Letter

ID you ever attend one of the old-time stereopticon exhibitions, and marvel at the wonder of dissolving-views as one picture faded from the screen to be replaced by another?

If you did, you will readily call to mind how the reality of one soon gave place to the reality of the other—by an almost imperceptible change; a towering mountain becoming a desert waste in the twinkling of an eye.

Now if you are an enterprising dealer, and I know you are, you have a sign swinging out in front of your place of business with your name prominently displayed thereon. That name stands for something that money cannot buy, it represents a personality—yours.

Along comes a chain store out-

fit and offers to swap its personality for yours. The idea may be all right. It may be the logical way of selling hardware. Or it may not be. And in considering it, don't lose sight of the dissolving view that must result.

It's a good idea to step across the street from your own place and focus your optics on your sign that gives to it its personality, and then try to visualize the result if you trade your birthright for a mess of hardware pottage.

If you look hard enough and long enough, you'll see that sign of yours begin to fade out and another gradually take its place.

It means the mountain of your personality dissolving into the desert of—nonentity.

Think it over!

William Ludlum



Oil Stones Gets 'em To Come in

T the front of the store, on a ledge of the counter that extends out from the show case, the Branson and Griswold Hardware Co., Trinidad, Colo. has an oil stone for sharpening knives that is used by many of the men who have occasion to come to the store—and it affords an excuse for many others.

"Gosh! This old knife's pretty dull. Reckon I'd better stop into Branson and Griswold's and put an edge on her."

And while the man is putting that edge on the knife is a pretty good time to talk to him about that shot gun he was looking at a couple of weeks ago.

Home-made Rack for Gun Display

A HARDWARE store in Massachusetts has originated a simple display rack for guns and rifles that has proved to be one of the most successful of their many home-made fixtures.

One of these little stands is shown in action in the illustration and a close-up is given of another one. The upright is a piece of two-by-four fastened to a base measuring 4 by 6 inches. The gun

rests in the notch cut in the upright which is clearly shown in the picture and is held there firmly by its own weight. It is displayed lengthwise as it ought to be displayed and gives the man on the other side of the window a real idea of what it looks like, which he can not get if the gun is shown in a leaning position. A card is tacked on the side of the pedestal giving the make, size and other details about the gun as well as the price in good, big figures.

These racks are stained green and are made up in several sizes from 12 inches up to 4 feet, the short ones for the front of the window and the longer ones for the rear so as to obtain graduated height along the counter.

Service with Sales

As a means of stimulating winter business a hardware dealer in New Haven, Conn., displayed a series of ash cans in the window with a name lettered on each can. The offer was made to letter the purchaser's name on every ash can bought at the store. This additional service was appreciated and aided sales, for many buyers welcomed this means of identification. It eliminated confusion when ash cans became mixed. In fact, this dealer extends

the service to purchasers of all large metal objects, lettering on the names in the same manner that a jeweler engraves their initials.



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tacked on the front

Flashlights Put Store on the Map

NE day a customer told Mr. Sell, of the Sell-Atkins Mercantile Company, how a flashlight had prevented a bad accident. Mr. Sell ran a little story about it on the front page of the papers in Pittsburg, Kan., where he and Mr. Atkins sell a lot of hardware and other goods And from that time on, some three years ago, a story on flashlights has appeared on the front page of nearly every issue of the local paper.

Here is one of his stories:

GOVERNOR BOOSTS TOWN

"Your town seems to be growing fast," said Governor Allen late last night after he'd been shown around the town with a Sell-Atkins' flashlight. "Well I should say so," remarked Professor Brandenburg. "Those who prefer to live in the suburbs have to own portable houses."

"Where we formerly bought from \$5 to \$10 worth of stock," said Mr. Sell, "we began ordering \$100 to \$200 worth at a time, and during the holidays our orders ran up to \$500. Sales in one day have reached \$65.

"Everybody in Pittsburg seems to know us on account of our flashlight advertising.

"It costs but little to run this story each day. If we did not make a cent on flashlights, the business the publicity brought to our furniture and hardware departments would have been ample reward. But there is a good margin of profit in flashlights and batteries. We make it a department in our store, it has its own cash register, and requires a

clerk continually on the job. Of course, business is greater in winter than in summer, but we have had \$27 days in July."

The stories, while not always original, have human interest and are so reconstructed to give them local color.

He Knows Human Nature

HARDWARE man who sells a fair volume of paint furnished his patrons with cards that are a little different from the ordinary card. These have the words "FRESH PAINT" printed across the top. Below is a space for the painter to daub a little of the color. The reading appeals to the temptation that fresh paint always presents:

If you want to touch this fresh paint please touch the sample on this card.

From

WITTER. - THE HARDWARE MAN.

Didn't Need Stove

"I am in receipt of your letter asking why I cannot receive shipment at Fargo," a gentleman writes to a Chicago mail order house.

"I am sorry I cannot take this out, but you see I am in jail at Cando, North Dakota, on charges of murder, and I will probably go to the penitentiary, and they tell me that place is steam heated so I won't need the stove, so please arrange to send my money back."

-Chicago (Ill.) Tribune

Probably if the meek ever do inherit the earth the Government will assess a big enough income tax to invalidate their claim.



Dead Stock

THE reason why dead stock lies dead, And, everlasting, seems to stay, Is—not through lack of selling worth, But just because it's laid away. While it reposes on some shelf, Unseen of men, it must remain A menace to the balance sheet, A loss—to nullify the gain.

ENTOMBED within dark corners, dumb, It cannot speak to passers-by, And, in dim vaults, unseen, unsought, It cannot fail but droop and die.

Dead stock is—dead! Beyond a doubt! In that it will not move itself, Though all it needs, to give it life, Is hands—to lift it from the shelf.

On counters, in the light of day,
Where all may see the dead arise
And, at a profit, haste away,
There is no bit of merchandise,
No matter how shopworn or old,
That will not, to a helping hand,
Respond by turning dross to gold.

A profit lies within each tomb!

A profit lies within each tomb!

Which, if released, by busy hands

Will, in a trice, disperse the gloom,

The reason why dead stock is—dead,

Is not through lack of selling worth—

It only needs a—push! a—shove!

To start it—moving—'round the earth.

William Ludlum.



Population 700; Business \$200,000 Here's How They Did It

The Oliver Hall Company does big-town business in a small town store; uses unusual methods of making friends as well as customers and builds an exceptional business as a result

By A. F. Harlow

OLLINSVILLE, Alabama is a little town of 700, not even the county seat, located in a narrow valley among the mountains in the northeastern part of the state. It does not look like a place for big business, but the Oliver Hall Company has painted in six-foot letters on the side of its main store building, "The Largest Store of its Kind in Alabama."



The Halls have built up their big business by putting metropolitan methods to work in the country — even improving on them. They have specialized in Service for Farmers. The Hall Store is a general store in the fullest sense of the word. It has everything in it, even a soda fountain.

The store is a general information and service bureau for farmers. Any farmer can call up the Hall store by telephone at any time and have any bit of business. financial or otherwise, attended to in Collinsville. The store will quickly give him freight, express or parcel post rates on any sort of commodity from Collinsville to all parts of the country. It will tell him train schedules, passenger fares, and the correct time of day if his clock has stopped. It will deliver a message anywhere in town, will hunt up a doctor or anybody else and call him to the 'phone.

But Hall service goes deeper than this. The Halls have striven throughout their career to assist their customers in increasing their incomes and improving their standards of living. They know that this will not only mean a happier and more prosperous community, but that it will react upon the merchant in bigger and better-paying business.

Customers' Problems are Their Problems

To this end the Halls get all the state and national agricultural bulletins that are issued, as well as many farm, stock and poultry journals. The cream of this information, both for the farmer and his wife, is skimmed off and packed each month into the Hall Store News, a house organ that goes out to a mailing list of 4,000 names, scattered over five counties. There is a lot of chatty news in this four-page paper, and of course a lot of Hall Store advertising; and its coming is looked for in rural homes quite as eagerly as is that of the regular county newspapers.

Advice as to best varieties of farm products, of cattle, hogs and poultry, remedies for diseases, insect pests, etc., is always on tap at Halls. If a particularly valuable agricultural bulletin is issued that ought to be read in its entirety, the congressman of the district is asked to send a copy to each name on the mailing list.

Turkey Trot Brings Business

These merchants encourage the use of cars and tractors among farmers who are able to own them, but frankly discourage the fellow of small means who is not yet in the automobile class; and their advice is listened to with much respect. In a similar spirit they encourage the farmers to install telephones and other comforts and conveniences which will make their daily life easier and more efficient.

On the day before Thanksgiving each year the Halls hold their annual "Turkey Trot," which has been a feature for nearly fifteen years. On that day a dozen turkeys, a few guineahens and two or three peafowls are released from the roof of the store for the crowds in the streets below to scramble after. Tied to the leg of each bird is an order on the store for a dollar's worth of goods. On Turkey-Trot day the crowds begin coming into town before daybreak. If the weather is fine there will be from 2,500 to 3,000 visitors in town.



and the Hall store will do a \$2,000 business or better.

On this occasion, the store offers prizes for best grain and vegetable products, just as would be done at a county fair, and some handsome specimens are brought in.

Occasionally they have a Smith reunion. There are 86 Smiths on their mailing list (not all related, of course), and when a reunion is announced, not only the Smiths but the Joneses and all the rest of the neighbors come in to see the fun.

These are a few of the things that explain why a store in a little town of 700 population (300 of whom are negroes), can do a business of nearly \$200,000 a year.

The Profit on Special Orders Is All Pure Velvet

THE boast of some hardware stores, 'We carry everything, from a needle to an anchor,' may be all well and good in theory." says W. G. Greenwood, of the Sam'l Hill Hardware Company, Prescott, Arizona, "but it's a long way from needles to anchors, and a stock of anchors would stay in our warehouse a long time in a country where even the fish find it necessary to carry canteens. But if a customer should walk into our store to-day and ask for an anchor, it would not faze us anv. We would simply step to the library shown in the photograph, refer to a carefully cross-indexed record and probably make a sale.

The capital is furnished by the customer in the deposit we ask him for and the stock in trade is furnished by the manufacturer. Clear velvet and a satisfied customer.

"Only recently an officer came in, after a vain search for a particular kind of handcuff, an item which we could never afford to carry in stock. His pleasure on being promptly shown an illustration of the identical article caused him to leave an order for over \$40

worth, a transaction very profitable in dollars and cents and incalculable in good-will.

"First we consult the large general catalogs of the jobbers we deal with. If the article is not to be found there, we turn to a simple card index by means of which we can find the catalog on any line. We know that handcuffs, for instance, would come under the general head of sporting goods. By referring to the card index we find that Section No. 9 contains all catalogs of sporting There are perhaps a dozen or fifteen catalogs in this section and we are familiar enough with them to know which would



ufacturers' or job bers' names an

given in black

products in re

be likely to list handcuffs. So we use the index in the catalog instead of building up a more elaborate card index.

"We simply list on the cards the more important general lines. Manufacturers' or jobbers' names are given in black ink and names of articles in red.

"When a new list or catalog is received, we look it over very carefully. If there is even a remote possibility of any item ever being called for, it is properly listed, stamped with the number of the compartment in which it belongs and filed away.

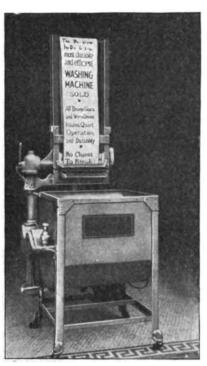
Tag Brings in Cash

F a customer enters the Reinhard Hardware Co., Missouri, Mont., expecting to buy a wheel on long time, he finds the wheel he wants bearing the tag, "\$47.50—CASH."

Then he learns that if he is to buy it as he originally planned it will cost him \$50. If he were to pay for it within 30 days he gets the lower price. In many cases he will hand over the cash. In others he will pay one-half down and the balance within 30 days, getting the lower price. He may pay \$15 down and arrange to pay the balance at \$10 per month. Then before the 30 days are passed he will come in and clean up the balance. The tag helps him to see the point at once.

So satisfactory has this plan been that the store is doing the same in tagging stoves. From 5 to 10 per cent. is added to the price—enough to insure a margin worth while to pay for carrying the account.

Washing Machine Sells Itself



The wringer operates a linen belt that carries a running story about the good points of the machine

HOW a merchant uses an electric washing machine that operates a moving sign telling of the good points of the machine, is shown in the cut above.

The machine stands out on the sidewalk in front of the store and is in operation all day. The wringer operates a linen belt that has several signs lettered on it. The belt moves slowly and catches the eye of the passerby. Most people stop to read everything on the sign.

Free Repair Service a Business Builder

IN the window of a hardware house that makes a specialty of electrical apparatus for the household is a sign that reads:

WE REPAIR FREE

Your Toaster, Coffee Percolator, Electric Fan, Vacuum Cleaner, Electric Curling Iron, Electric Flat Iron.... any household electrical accessory whether bought here or not.

We asked the manager how he could do it.

"We pay a repair man \$40 a week," he answered, "just to do this work. He is kept busy all the time. Toasters get kicked over and a very small bend in the heating element, which is rather delicate, makes it work unevenly. The heating elements in larger pieces of electrical apparatus wear out and must be replaced. Motors in vacuum cleaners get dirty and refuse to move. Electric fans usually suffer from lack of oil, and from hair and dirt collecting in the bearings. Every time a piece of electrical apparatus goes bad, the owner thinks of electricity and unreliability together. That makes him a poor prospect for further sales.

Gives Mailing List

"Doing this work free gives us the name and address, first, of someone who has electricity in his house and second who has experienced the joys of electric conveniences. If we get fifty such names a week, they cost us less than a dollar apiece. The profit on the first sale will more than cover this cost. And we circularized those names vigorously. Our circulars, being almost entirely provided by the manufacturers, with our imprints put on, cost us nothing but postage and addressing.

"The fact that we repair articles bought elsewhere gives us brand new names for our list and makes the owner of the appliance think mighty favorable of us.

Materials at Cost

"If the repair is an expensive one necessitating new parts, we explain to the customer that we will supply the necessary material at cost, or that he may buy it elsewhere and bring it to us and we will do the work free. As a matter of fact, he never does buy it elsewhere and we always show him the bill to prove that we are selling it at cost. This is to prevent any suspicion that our 'free' service is really paid for in the cost of materials. If the part to be supplied is small we say nothing about it.

"As a matter of fact we cannot charge the whole expense of the repairman up to the new-name account, because he does work for us, repairs other things than electrical apparatus and so earns part of his salary in other ways.

"We give this service much of the credit for the increase in our electrical goods business.

Cleanliness is next to Godliness,--but washing out the coal-hods seems like carrying things too far!

A Clean Sweep In Aluminum Ware

An unusual window display stunt that brought crowds to the Sell Atkins Store and boosted sales enormously

By John Sell

TELLING the public that you have the largest stock of Aluminum Ware in town is one thing, but making them believe it is quite another.

So to prove it we hit on the plan of filling the window with Aluminum ware, one article of each kind. This was quite a task and when the job was completed we found that we had some duplicates, but they were hard to lo-This was the germ of an cate. We placed a card in the idea. window announcing that any lady finding two articles alike in the window, could have one of them free. Then we advertised this stunt in the local papers, and the first day it attracted a number of people. One or two valuable pieces were duplicated, one of them being captured by a lady from a small suburban town. The following day people stood around the window all day, a number being from the small town where the word of mouth advertising had begun. On the third day the crowd was two deep all day, and on Saturday, the last day, the police threatened to put a stop to it, as we were blockading sidewalk traffic. It not only attracted the ladies, the only ones entitled to participate, but they brought their husbands and children to help pick out the duplicates. We made it a point each day to put in the window six articles worth 35 to 50 cents, and about 20 items selling at from 10 to 25 cents. The window was rearranged each night in front of the spectators. who selected some of the pieces, which they intended to get early next morning. But early next morning we shifted the whole arrangement without removing anything, and it made a new search necessary. Kettles, pans and lids which run in 1/16" in variation were placed in different parts of the window, and only by getting



them out and making comparison before the customer, could they be convinced of the difference.

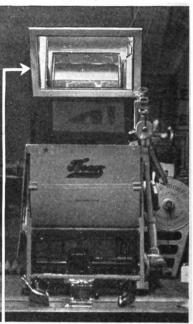
Aside from the regular advertising, we gave away in the four days goods amounting to \$21.00. The result was we sold an unusual amount of aluminum ware from tables arranged in the front part of the store where it could be seen by the contestants from the outside. It was an educational campaign to the women, many of whom thought they had everything there was in aluminum cooking utensils, but found there were many to be added to their collection. It was an education to the men who ordinarily take very little interest in this line of goods. As soon as the stunt was over, we rearranged the window, placing attractive price tags on each article, and the window is still attracting an unusual crowd. There is no limit to the use of this stunt, as it can be worked in chinaware and kindred tools. lines.

Rules for Buyers

- 1. Be fair. Politeness is cheap.
- 2. Don't be a fault finder. The whip never helped a team of horses when they were in the collar.
- 3. Don't call a salesman a liar. If he is one it's sufficient for you to know it and you can cut him off your list.
- 4. Don't haggle over price. Talk service instead, and, anyway, this cheap stuff breaks easily.
- Make friends of the salesmen. They are going to talk about you, you know, and they might as well be talking good.
- 6. Be open for suggestions. Nobody ever delivered an oration to an ovster.
- 7. Make each salesman an asset. There's something in them or they wouldn't be holding their jobs.

Southern Pine Association.

The Mirror Shows How It Works



Action always gets attention. The merchant who had this electric washer in his window wanted to show it in operation. But the floor of his window was so high that the top of the washer came above eye-level. The mirror shown in the picture solved the problem. It was hung at an angle and gave folks a view of what was going on inside the washer.

Have the Real Thing

"The man who tries to shove out a substitute for an advertised article reminds me of the two men who were ordering their dinners in a restaurant," said Jim Ballard, the hatter, of Oakland, Cal.

"The first man ordered pork and the second man was hesitating between chicken and pork when the first man's order arrived.

"'How is the pork?' the second man asked.

"'Fine! just as good as chicken,' answered diner number one.

"'In that case,' said the second man, 'I guess I had better order the real thing. Bring me chicken.'"

Why I'm a Clerk

By Ernie O'Halloran

HAT'S this I hear about "counter-jumpers"? I'm a counter-jumper myself, if any one wants to call me that, and I don't right this minute know of anything I'd RATHER be—short of a millionaire yachtsman or something like that. But you get

what I mean for a chap looking forward to a future I'drather have a job as retail salesman in a good store than anything else I know of.

Why? First off, because there's less competition.

What? Got a flat tire, have I? Guess again,

Buddy. There are fewer retail salesmen today in proportion to the demand for them than in any other line of work in America!

"Where do you get that stuff?" you ask. "More fellows after jobs in stores than fleas on a dog."

But you listen to me, Irving: I said RETAIL SALESMEN.

Do you get it?

Because a chap has a book and waits on trade is no proof that he's a SALESMAN. About nine shots in ten it's good evidence to the contrary.

Why, any boob can tell you that the big game in America today is SELLING. And where's there more selling to be done than in a store? And where's there any nicer KIND of selling to be done?

When a prospect comes up to your counter in a store, she comes, ninety-nine times in a hundred, with a NEED FOR YOUR GOODS and the good old kale in her pocket to pay for them. Other

salesmen have to DIG UP their prospects and then almost force the stuff on them.

Now when a person who needs your goods and has the dough to buy them comes up to look and you don't sell her, it's only be-

cause you DON'T TRY.

Sure, you SAY you try, but your trying consists mostly of hauling down the goods, saying "This makes up real pretty" or "We're selling lots of this," or something like that. Isn't it, now? I'll say so.

There's one big difference between SELLING your stock to a customer, and making yourself a nuisance to her. It's KNOW-ING your stock, and BELIEV-ING in it.

If you really know your stock and believe that it's fine quality, or top-notch style, or big value for the money, then that knowledge and belief will just bubble



Ernie says—The good clerk's sales stick out like a boil on your nose

out of you as you show your goods and you won't have to make an But when you're only effort. saving things because you were told to say them or feel that you OUGHT to say them, why, you hate the job and you can't conceal it from the customer. I've heard a lot about the "psychology" of selling and all that junk, but I've been selling goods for four vears now-started as supply during the holidays, got a regular in notions, then got sent into linens, and to-day I'm buyer's assistant and some day am going to have a department of my own and then later my own storeand you hear me. I've found that the only psychology that shows up on your book at night is KNOWING YOUR STOCK, and BELIEVING in it.

If you learn to really know your stock you'll find there's SOMETHING about it to believe in—if there wasn't SOME point it wouldn't be there—not in any good store, anyway.

Maybe it's fine quality, and if so, then learn what MAKES Maybe it isn't so much for quality but it's rattling good value for the price that it has been marked, and if so, then LEARN WHY. Or maybe it's not the best you ever saw in quality and is a little steep in price, too, but has got a superior touch of STYLE-and if that's the case learn the little points that GIVE it its style. That's the secret. Then you don't have to WORK to make a sale-vou just act natural, and that's never work-you just let your own belief and knowledge come out of their own accord because you can't keep them in, just as you go home in the right direction without thinking about it.

Then handling customers becomes fun. The more people that come in the more fun you have—and the thinner gets your book.

Now there are only about ten in every hundred people working in stores who actually know and believe in their stock. Therefore the one who DOES, and empties his book quick BECAUSE he does—why, he sticks out on the records like a boil on your nose!

That fellow or girl is going to GET AHEAD. Because there are so few others like him or her. No manager can hide the value of THAT clerk. If his boss doesn't recognize it, competing stores are bound to learn of him through their shoppers, in the big cities, and in the small towns through hearing their customers talk.

I started in on that basis four years ago—an old friend who now has his own store tipped it off to me—and it has WORKED!

No, sir, old chap and dear girlie—there's more real opportunity for a live one in the retail business today than anywhere else and don't let any one blow out your fuse about that.

And I don't believe there's any pleasanter work anywhere—if you take it right. It's only when you know just the HIGH SPOTS of your stock and take the buyer's word for its value that trying to sell it becomes a bore and waiting on customers a drudge. When you KNOW your stock, and BELIEVE in it, then selling it is fun—it's excitement—its like winning at cards. You try.it and see.

Try This in Your Paint Department

HEN a customer walks into the store of the Carlisle Hardware Company, Springfield, Massachusetts, and expresses an interest in floor paint, for example, there is no delay in locating a

Front view of paint color-card display case; all cards under glass and numbered

color card of floor paint. If it's house paint, or automobile finish, or flat wall paint, the result is the same—the color card is right there under a sheet of glass on the counter.

The illustration shows the sim-

ple little rack that saves these hardware people lot of time and bother. A color card of every finish in stock is tacked on the sloping face of the counter rack. Then a piece of plate glass covers them up and keeps them in good On the back shape. are a number of pigeonholes containing a supply of each color It is easy find any piece of printed

matter because each card on the front is numbered and the pigeonholes are marked to correspond.

Another merchant fastened the color cards to the counter and covered them with a sheet of

glass. The idea illustrated is a little better, however, as it also furnishes a convenient place for the color cards to give to people who do not decide in the store.

Still another merchant made a paint-brush display case out of his counter by cutting out a piece about two feet square in the top and fitting a piece of heavy plate glass into the square.

A drawer divided for different sized brushes was

fitted into the counter, under the glass section. It showed the brushes to good advantage and was also used to sell brushes from.

A small card tacked on the inside of each section showed the price and the number.



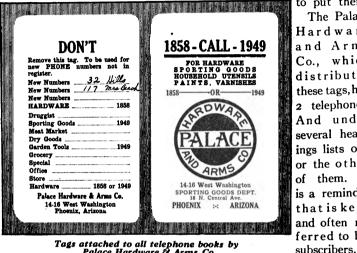
Back view showing where stock of color cards are kept; pigeonholes numbered to correspond with the cards on front

Useful Advertising Tag

7HEN the new telephone are distributed among Phœnix, Ariz., subscribers they find attached to each book a

yellow tag that is welcome; because this tag solves the problem of where to jot down the new numbers that come to them. Every telephone subscriber gets such numbers and wonders where to put them.

The Palace Hardware 1858 - CALL - 1949 and Arms FOR HARDWARE SPORTING GOODS HOUSEHOLD UTENSILS PAINTS, VARNISHES Co.. which distributes Hills these tags, has -OR-1858 2 telephones. And under 1949 several head-1949 ings lists one or the other of them. It 14-16 West Washington is a reminder SPORTING GOODS DEPT.
12 N. Central Ave. PHOENIX ARIZONA 2-2 that is kept and often referred to by



Tags attached to all telephone books by Palace Hardware & Arms Co.

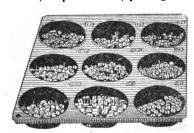
Convenient Trays for Small Items

N the fishing tackle case of the Morrow - Thomas Hardware Company, Amarillo, Texas, there are very convenient trays for stocking the different sizes in fishing tackle-although the same idea might well be used for screws and other small items.

Ordinary tin muffin pans are used. Each section of the tray, twelve in each tray, takes one size with the price and size mark pasted near the edge of the little pan. Thus they are kept separate, there is no danger of breaking as there would be with paper boxes and the entire twelve sizes may be removed at one lift.

Another good idea in this con-

nection is this: Instead of running the different sizes right along in order, skip two sizes, placing the



Ordinary tin muffin pans excellent for fishing tackle or screws

skipped size two trays farther along. Then if a screw drops into the next tray the difference will not be noticed.

Digging Up New Business with Postage Stamps

Three good ideas for increasing sales by use of specialized mailing lists that have been found successful!

By Frank H. Williams

DIRECT mail advertising is the one form in which it is possible for the advertiser to pick and choose the people he wants to read his advertising. It is the one kind of advertising where he can group all of a certain class of prospects and appeal to them strongly, forcefully, intimately without wasting any effort on people outside that particular class.

. The way to go about getting the results is to make up lists of various classes of people interested in particular lines of hardware, and to send to them literature which will strike hard on the very things in which they are most interested.

Getting the Nimrods

Suppose, for instance, that the dealer obtains from the county court house a list of all the fishing and hunting licenses issued during the past year. In practically every State such licenses are now required where people go gunning and fishing in the lakes and streams of the state. The list of names of the people securing the licenses is, of course, public property, so there would be no trouble in getting them.

The dealer knows that every person on the list is deeply interested in fishing and hunting. Consequently every name on that list represents a very live prospect for the sale of more fishing tackle or more hunting equipment.

Every man on that list who receives a letter from a hardware dealer containing interesting matter concerning hunting or fishing will pay some attention to the letter. And it ought to be a mighty easy matter for the alert dealer to frame up a letter which will have a powerful appeal along these lines. For instance, the dealer might say:

"Dear Sportsman:

"Do you know where the most bass have been caught in this State the past year? Or where the best sport in hunting rabbits in this State has been found?

"We know and we're going to tell you!

"We've obtained the information by interviewing a large number of sportsmen and game wardens and by getting in touch with the state fish and game commission. We've arranged this information on a map of the state with good hunting districts indicated in red on the map and good fishing spots located in blue. map is on view in our sporting goods department and we want to extend to you a personal invitation to come and inspect this map. We'll be glad to see you and talk to you whether you purchase anything or not.

"This invitation is being extended only to folks who held hunting and fishing licenses in this county last year, so you can be sure of meeting kindred spirits when you pay your visit to our store."

 $\mathsf{Digitized}\,\mathsf{by}\,Google$

Wouldn't a letter of that kind make the ordinary nimrod sit up and take notice? And wouldn't it be sure to bring a goodly percentage of all the fishermen and hunters of the county to the store to look at the map? Of course it would take a little trouble to prepare such a map but most dealers would be surprised to know how readily an exhaustive amount of information along these lines can be quickly and easily obtained by getting in touch with the State fish and game commissioner.

Circularize the Women

Here's another idea for a specialized mailing list:

In practically every city there are a large number of women who are members of women's clubs. As a general thing the membership of these clubs includes the most progressive and wealthy women in he community. Club women archiva rule, always keen to keep up with he times and are alert to the benearing modern appliances in the saving of time and labor in the home. women's clubs issue programs every year in which the names of the club members are listed. Copies of these programs could be obtained readily by the hardware dealer and the combined list of club women secured in this manner would comprise a list of live prospects who would be especially interested in new ideas and new things in appliances and articles for the home and who

would have the money to purchase these articles without hesitation.

Appeal to the Boys

Another list which might be secured would be this: The names of all the youths who attend the public schools of a city are kept in the local school superintendent's office as a general rule. The dealer could go there and copy the names and addresses of all the boys. And once such a list had been secured the dealer could circularize the list for the sale of pocket knives, baseball outfits, bicycles and bicycle supplies and all the other articles which appeal to school boys.

And wouldn't such circularization be very apt to prove especially profitable inasmuch as the boys would be certain to read the letters carefully, feel proud of being personally addressed, and therefore be urged to either themselves purchase the articles offered or to induce their parents to buy the articles for them?

It is in these last particulars that the direct mail advertising campaign is so very effective—it is personal, intimate and direct. It is something that the recipient can't get away from. It comes right into his hands and makes him open the envelope and if the material in the envelope is so framed as to appeal with force to something in which he is especially interested, then he is quite apt to purchase the goods which are offered to him.

One should bury his failures without stopping to hold inquests over them.

Boosted Auto Accessory Sales

IVE hardware men seem to ⊿ have found that a line of standard brands of automobile supplies and accessories is perfectly fitted to the hardware store. One merchant in a suburban town began to notice that he got a number of calls from regular customers for automobile supplies, many of the items being tools. A number of these inquiries came from women. And the men who asked about accessories were his regular customers who naturally gave him first call on their busi-He decided to stock a limited line of automobile supplies and accessories.

"But I felt I could not depend on my regular folks alone," he said. "If the line was to pay from the start I would have to make other people familiar with the new department. We had no available list of owners, our folks being listed with thousands of the county. But I got the names, anyway.

"I got 250 little doll-like figures that did a cute stunt when a string was pulled. Then I got 250 cards printed with this reading matter:

FATHER'S NAME
Address
Make of His Automobile

IF NOT OWNER, IS HE PLANNING TO BUY?....

"Kids learn the name of the car the folks intend to buy long before their father has planked down the money for it. 'After he owns it they brag about it. "As soon as I had the cards I took them to the schoolhouse with the little dolls. As the children came out that evening I showed them the dolls and handed out the card, saying 'If you will take this card home and bring it to my store Saturday morning filled out I will give you one of these dolls.'

"By noon Saturday something like 160 of the cards had been returned. I wired for another lot of the dolls and sent a letter to the country school children, obtained from the three teachers. That took almost a hundred more dolls. I had a nice mailing list."

Varnish Display That Caught the Eye

SIMPLE window displays are often the be The Wilmot Co., of Clevel recently used one of this to advertise a varnish s which brought unusual! od results.

In the window were displayed two small tables. One of these was very shabby, the varnish was worn off in many spots; in fact it looked ready for the rubbish pile. The other was refinished with the varnish stain and looked like new.

Two cards were shown alongside the tables. One read:

TWINS

Only one is made 18 years younger with floor varnish.

And the other

You can do the same with Blank's Floor Varnish.

selling by sixes!

I have always said that the only way people can be safe from fire is to have instant protection wherever fire *might* break out. An extinguisher in the kitchen may be too late for a fire in a distant room. Fire feeds on time!

In PRONTO my idea is an extinguisher so simple that anyone can use it—so powerful that it will stop any fire at the start—and so inexpensive that people can afford several for adequate protection.

That's why PRONTO "sells by sixes." Half a dozen cost little more than one ordinary extinguisher—and they give instant protection in six different places. There's the secret of real fire protection.

Don't forget that you are part of the American public. The fire fiend may visit your store tonight—your home tomorrow. Don't take chances. Protect yourself first—then

stock PRONTO and you will SELL it! Write your jobber today—or get in touch with me personally.

President

Price \$2.50 Each

Complete with Brackets. Liberal Trade Discounts.

THE ALLEN CORPORATION, 546 Greenwich St., New York

PRONTO

STOPS FIRE QUICK

The First Practical Fire Exting



guisher at a Reasonable Price

Quick Turnover Policy Made This Store a Success

The system adopted by R. H. Macy & Co., one of New York's biggest department stores, has an idea for retail hardware dealers

By David M. Davies

N Broadway at Thirty-fourth Street in New York City stands a mammoth Department Store, a monument to its founder, R. H. Macy. The first New York venture of Mr. Macy was a General Store opened on 14th Street in 1858, this street at that time being New York's leading mercantile thoroughfare.

The enterprise gradually grew and several moves to larger premises were necessary before the business was finally housed in its present location. The first day's business on 14th Street amounted to about \$12.00. Folks in those days were lured by the odd price, 29c, 49c, and 99c, etc. proving that the principles of successful merchandising have been handed down to our present store owners.

One of the principles rigidly practiced by Mr. Macy was that of quick turnover. He probably attached more importance to this than to any other business gospel, establishing a rule that any article in the store must be sold within a definite period and the price be reduced until the article was disposed of. The store's reputation as a "Bargain Center", as the result of this rule, undoubtedly proved one of the strongest pillars on which this business was built.

In a recent issue of a New York paper an amusing story was published to illustrate Mr. Macy's iron-clad adherence to his policy of turnover. A bronze statue had graced the art department for so long that it attracted Mr. Macy's attention and he asked the price. "\$199.66," he was told. "Make it \$99.66," said Mr. Macy and passed on. A few weeks later he came across the same statue and ordered it reduced to \$49.66 and again to \$29.66. Even this price apparently did not tempt any buyers, and on his next visit the famous merchant said to the clerks, "Sell it for \$9.66 and get it out of here." While we cannot vouch for the truth of this incident which is perhaps exaggerated, it illustrates the point we wish to emphasize—the importance of turnover.

Quick turnover does not necessarily mean slashing prices to accomplish the purpose. There are probably as many "stickers" in the Hardware Store as in any other retail establishment, although we see no plausible reason for the condition. The department store calls for cleverer merchandising than in any other line of business, due to the fact that styles change and many lines are apt to become a dead loss if not moved in time.

 ${\sf Digitized} \ {\sf by} \ Google$

This does not apply to a hardware store unless the dealer carries a line of furnishings such as novelty lamps or many of the "fandangles" which last for a few months and are then out of date. These unstaple lines of merchandise should be carefully watched,—shown while they are saleable and disposed of quickly when they are found to stick.

Fortunately the hardware dealer is not burdened with carrying much of this class of merchandise. The reader must not confuse new inventions and latest devices for labor-saving, and class them with fads or novelties. A new improved egg-beater, for instance, replaces the old one and is a thing that the up-to-date merchant will feature and sell a lot of.

The elimination of stickers that invariably find their way to all shelves can best be accomplished when the rule of turnover has been firmly established as a store policy.

We find the big hardware dealers of the country are following the department store method disposing of merchandise through advertising. Advertising does not necessarily mean buying newspaper space. In some towns, circulars and circular letters are employed successfully. matter what method is used maximum results will not be obtained without window and store displays and the use of plenty of signs.

It is possible for a merchant with a \$10,000.00 stock to have a \$60,000.00 turnover depending

upon how many times within a year he turns the stock over. The merchant with a rapid turnover through shrewd merchandising will not be caught napping when markets decline.

Turnovers not leftovers are what yield a profit.

More Business on Rainy Days

WHAT does a rainy day mean in your store? We know of one Northern Ohio store that capitalizes on each outburst of Jupe Pluvius. Every time it rains, the manager gets busy and makes a trip throughout the store, with a can of paint, a brush and some quarter-sheets of card-Here and there, in the various departments, the manager reduces the price on certain lots of merchandise. Scattering the specials throughout the store as he does, he spreads the interest, instead of centralizing it. which is his main point.

Shoppers in his town are well acquainted with his unique Rainy Day Specials, as he calls them, and several bargain-seeking women actually make special rainy-day trips to his store, just to see what's been marked down. Women already in the store also look for them.

Certainly this is a more aggressive and a more modern method to put into force when the elements are contrary, than merely putting the umbrellas in the doorway with the sign, "Rubbers For Sale Here."

Now that the country is dry a lot of people never will save up for a rainy day.

Display Plan for Pocket-Knives

NLESS you have found a method of handling pocket-knives that just suits you, there may be an idea or two in the plan used by the Albany Hardware and Iron Company, Albany, N. Y.

One of the illustrations on this page shows a corner of the cutlery case. The knives are shown in little trays, one of which is also illustrated. By using this method of display every knife of the active selling stock is in sight, which makes an impressive showing. There is no need to reach into a box or a drawer for a knife after a customer has decided on what he wants. He is given the very knife he chooses and another is put in its place.

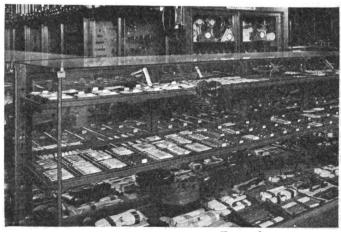
The trays are constructed of thin oak, in two sizes, 4 in. square and 4 in. by 6 in. They are 3/4 in. deep. Each tray is fitted with a piece of galvanized iron crimped



The trays for pocket-knives are made in two sections; the little box of thin oak and the piece of galvanized iron crimped in several v's and covered with green plush that rests beside it. The knives are placed in the grooves as shown in the picture below

to form several grooves and then covered with green plush. The knives rest in these grooves, the number of which varies from six to ten, according to the size of the knives.

Every knife is marked before being put in stock. The stock number and the price in code are scratched on one of the blades with a carborundum pencil. This eliminates any possibility of confusion, yet the marks are almost invisible. The price is marked in code to prevent the price being discoveredwhen a knife is used as a gift.





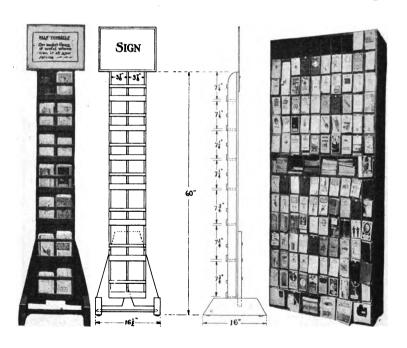
Cash. 1g-In On Ad Helps

BANISTER and Pollard, Newark, New Jersey, believe in getting all they can out of the booklets, folders, leaflets, catalogs, etc., furnished by manufacturers and jobbers.

So R. H. Heller, who takes care of the advertising and the window displays, has built two convenient racks which are illustrated here. The smaller one stands near the

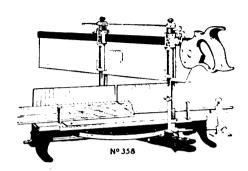
copies. Mr. Heller says he has noticed advertising matter goes out much more rapidly since this rack was put in use.

The other illustration shows one unit of cabinet in which the supply of all circulars is kept. The pigeonholes are three and three-quarter inches wide, six and one-half inches high, and fourteen inches deep, so each will accommodate a good supply of leaflets. At the bottom are six sections six and one-half inches wide for larger



door and is kept supplied with timely printed matter on goods displayed in the windows. These booklets are worked into the displays and little cards are used to invite people to come in for free

booklets and for three-fold envelope stuffers which are sometimes carelessly sent flat by the advertiser. It is easy to find any leaflet because a sample is attached by a push-pin to each pigeonhole. Stanley Tools ıi



Stanley Mitre Boxes

STRONG—DURABLE—ACCURATE

A Few Striking Features:

Saw is held above work when not in use.

Swivel is automatically locked at any angle.

Two sockets in swivel for use of long or short saw.

Narrow opening in back of frame, especially adapted for small work.

Steel rod uprights for saw guides.

Uprights adjustable for saws of varying thickness and for those that run out of true.

Stock guides for holding work in place.

Extra wide range of work—will saw at angle of 30 degrees.

One-piece frame with detachable Malleable iron legs.

Construction thoroughly mechanical; all parts interchangeable and readily replaced if lost.

Quickly and easily put together or taken apart for carrying.

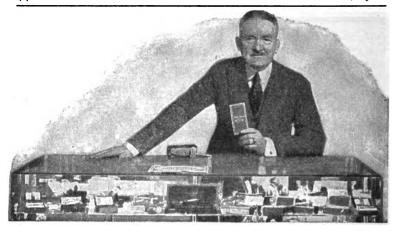
Note the patented "Length Gauge," a new and particularly useful device.

A specially made back saw furnished with each box

THE STANLEY RULE & LEVEL PLANT

The Stanley Works
NEW BRITAIN, CONN. U.S.A.

October, 1020



\$6000 out of one small show-case in two years

How one dealer has made his store razor headquarters

HE P. C. De Vol Co. of Council Bluffs, lowa, has averaged more than \$3,000 a year for the last two years—selling \$5.00 safety razors. More than 1200 AutoStrop Razors have passed over their showcase.

They have sold AutoStrop Razors by mail in fifty-three different towns, in Iowa, Missouri, and Nebraska, to people who could have bought these razors right in their own towns—but didn't.



AutoStrop Razors sell themselves when the saleman knows how to demonstrate them. Show the customer how a touch of the thumb adjusts the blade and how it can be wiped dry without removing from the frame.

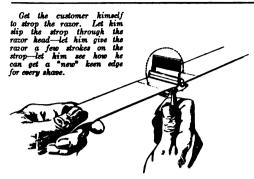
The secret of retail success

Just what is it that makes people criticize one store, while they go out of their way to trade in another? Store personality.

Stores have a personality just as people have. When a store has a *pleasing* personality, business comes—if not, business goes to competitors. And store personality is based on just one thing—service.

The De Vol Company's method is simplicity itself. They standardize on nationally advertised, fast-selling lines that mean rapid turnover and quick profits. They concentrate on those items that they believe in, can enthuse over, stand back of, fight for if need be.

But just being enthusiastic about any product



will not of itself produce sales—you have got to demonstrate to anybody and everybody on every possible occasion.

The selling power of a real demonstration

No matter what a man comes into the store to buy, the De Vol salesman soon leads the talk to shaving economy and to the AutoStrop Razor—then for a real demonstration. The customer is shown just how the AutoStrop Razor strops itself—just how it is adjusted instantly for a medium or a close shave—how easy it is to insert a blade, when a new one is desired.

Then follows the most important part of the demonstration—the salesman gets the customer to handle the razor and strop it himself. Nine out of ten men are immediately interested.

Dealers everywhere are doing more than ever with their razor showcase—selling four Auto-Strop Razors where they formerly sold one.

Write for information about free merchandising service and special selling assistance. We can help you to duplicate the success you have just read about.

THE AUTOSTROP SAFETY RAZOR CO.

New York

Toronto

London

Paris



papers are carrying the story of the AutoStrop Razor to every locality in the United States.

Advertising, the most effective we have ever run, will reach a total of 20,000,000 live up-to-the-minute newspaper readers. In 1919 this same kind of advertising trelled the business.

A magazine audience of another 30,000,000

44 advertisements, some of them double page ads, are running in such big national magazines as Literary Digest, Collier's Weekly, American Magazine, The Red Book, Life, and the American Legion Weekly—all men's magazines of big pulling power.

Auto-Strop Razor

-sharpens itself

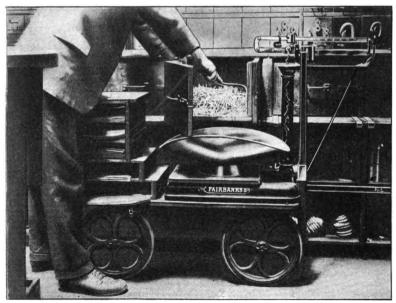
Makes it Easy to Handle Nails

E once worked for a hardware man who was also a church deacon and the only time we ever heard him swear was when his finger-nail gathered up a twoinch splinter from the bottom of the nail-bin

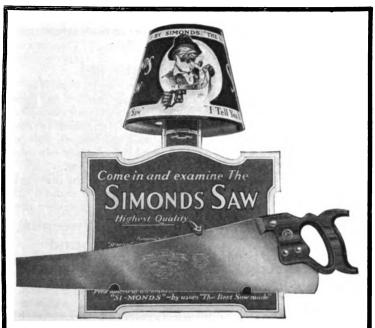
A. Gunn Hayden, of Rushville, Ind., has hit upon a real solution of the problem of handling nails.

On one side of the store he built a row of double bins, 24 in. high by 36 in. deep. Then on top of these bins he built a row of nail-drawers 12 in. high and 30 in. deep, leaving a 6-in. ledge in front of the drawers. The latter are equipped with six sliding casters, that slide along strips of metal on the ledge.

The front of each drawer is hinged and is equipped with a drawer pull. Above these drawers is another ledge, 12 in, wide, made in hinged sections, each covering three bins. These sections can be raised up when the drawers are refilled. Each drawer holds a keg of nails. Then he had a small truck constructed, carrying a platform scale. Instead of bringing the nails to the scale, Mr. Havden reverses the order and takes the scale to the nails. This truck is equipped with two rubber-tired. ball-bearing wheels which enable the truck to run noiselessly. The side next to the bins is equipped with barn-door hangers that run (Continued on page 48)



Here is what A. Gunn Hayden believes to be a real solution of the problem of handling nails. Instead of carrying the nails to the scale and probably making several trips, Mr. Hayden takes the scale to the nails. The nails are in drawers with hinged fronts, and the scale is mounted on a truck.



Uncle Si Keeps Moving

This popular trade character so well and favorably known by thousands of carpenters, is pictured on the transparent shade of the display fixture shown above. The shade is about 12 inches in diameter and revolves slowly, due to the action of the heat from an incandescent lamp which can be connected in any store equipped with electricity.

Nothing Like Motion to Catch the Eye

Uncle Si invites the person who stops to look, to stop also to see the goods in your store.

One of these revolving shades sent free with your Simonds Saw order or shipped direct on request.

Simonds Manufacturing Co.

5 Factories

"The Saw Makers"
Fitchburg, Mass.

12 Branches

(Continued from page 45)

on a track which is fastened between the lower two sets of bins.

In addition to the platform scale the truck has a rack for bags and a twine holder. In filling an order for nails the truck is run up to the drawer containing the proper size. The drawer is pulled out to the edge of the ledge, directly above the scoop of the scale and the front of the drawer is opened. The nails can then be pulled out with a hook so that they drop right into the scoop ready to be weighed. And the bags and twine are right at hand.

"A Piece of String"— Modern Version

A FEW years before the war I remember reading in a trade journal the story of a man who was hiring an office boy. He tested each candidate by telling him to unwrap a package.

The first boy carefully untied each knot. He was particular to preserve the string intact. At the end of twelve minutes by the watch, he had the paper off, neatly folded, and the string, wound into a hank, laid beside it, both as good as new and ready for future use.

"We cannot hire you," said the man. "Good-day!"

The next boy was called in and given a similar packet to open. He whipped out his jack knife, cut the string, threw it and the paper in the waste basket with one motion, and was done. Elapsed time, thirty seconds.

"Hang up your hat and go to work," said the boss. "I want a boy who understands time is more valuable than string."

That was a fine story in its day, but times change as civilization strides onward. This morning I bought some stationery in a little Brooklyn shop.

"By the way," I said to the young lady, "just let me take a yard or two of your string.

Instead of the smiling and ready permission I expected, this was her surprising reply—in dead earnest and not joking:

"O, very well, you may, but I would not want to make a habit of it. String is expensive now!"

A Cheap Sweeping Compound

A GOOD dust catcher and sweeping compound can be made by mixing five gallons of crude parafine oil, which costs forty cents a gallon, with two barrels of ordinary saw dust, which costs twenty-five cents a barrel.

A small amount of disinfectant or oil of citronella can be mixed with the oil to scent the compound. A small amount of salt or sand can also be mixed with the sawdust to make it polish the floor.

This makes a fine compound at a cost of only a dollar and a quarter a barrel and in a town where there is no factory manufacturing it, it can easily be sold for three dollars a barrel.

A Good Blackboard Paint

A good blackboard paint may be made by dissolving one pound of shellac in one gallon of alcohol, then placing four ounces of best lamp-black, four ounces of emery flour and four ounces of ultramarine blue in a cheesecloth strainer, pouring the shellac solution slowly over the powders until they have passed through the strainer.—The Decorator.

THE WINNERS

The Expert's Choice File—



File

You

Event-

ually

Will

Use





As
Perfect
As
Will
and
Skill
Can
Make

Sharp Teeth

Clean Strong

The Expert's Choice File

Does twice the work of an ordinary file—in half the time. The Expert's Choice increases the value of your time by over 50%. By spending 30 cents you can make it back on your first filing job alone. It's in the Quality—in the cut of the tooth and in the length of the stroke.

Frank Luther, Chicago, says: "The Expert's Choice File files 18 hand saws and is cheaper at a cost of 50c than the ordinary file at any price."

You get your money back if the Expert's Choice does not prove to be the most economical file you have ever used. Delta Saw Files are made for fine or coarse teeth—also for that extra hard saw. Buy your tools of the dealer who sells Delta Files. He is the quality man.

Trial Offer If your dealer cannot supply you, send us 20c, 25c or 30c for trial file, sent prepaid. Do this today—find out what a real file is.

DELTA FILE WORKS

Philadelphia, Pa.



Look for this sign at your Hardware Store.



The above ad is being used in several Journals to the consumers

Are Monthly Accounts Better Than Cash Basis?

Minard & Co., of Elma, Wash., think they are and tell their customers why they think so in this interesting letter.

INARD & Elma. CO... Wash., believe that the monthly account system is the most satisfactory and economical basis to do business on. recently issued a circular to their customers telling why they think so and also giving their reasons for insisting on the accounts being settled monthly instead of dragging along indefinitely. The leaflet is a splendid article on the subject of "Cash vs. Credit." It reads as follows:

"SUPPOSE

"That you are a farmer-and that farming was your businessand that you were doing your level best to make a success of that business-and that to make a success of your particular farm you had to have

Cows And Pigs And Barns And Horses And Plows And a Cultipacker And a Disc And a Mower

And a Binder And Everything

And a Rake

Just Like That

and you had them and had worked hard to get them and pay for them and suppose further:

"That just at the beginning of the season in which your cows brought you the best returns your Neighbor Jack should drop over and ask you to lend him your cows for a couple of months, or that in the spring just when you were ready to use your horses and plows and cultipackers and discs, Neighbor Iim should ask you to lend them to him until he got his crops in; or if, when having season came on and you were just ready to begin cutting, Neighbor Bill should call you up and say, 'Hello, Tom, I want to know if you would be so kind as to lend me your mower and rake for a month or so,' and you knew that if Bill and Iim and lack had managed right they would have the money to buy these things for themselves and that anyhow their credit was good at the Bank and that they should use it and not ask you to get out of business, would you say, 'Sure, take 'em along' or would you say that, much as you'd LIKE to accommodate them, you could not do it in this way? We are not going to answer the question for you but we do know what your answer would be BECA USE the same question applies to our business and we have found that if we would continue in business the answer must be 'No.'

Our Business the Same

"Our business is just the same except that the things required are different. Instead of cows and pigs and barns, etc., we must have

Storerooms and warehouses to

hold the goods

And salesmen and deliverymen (Continued on page 52)

80% of the leading Hardware Jobbers carry Pyrex.

They admit Pyrex is a profitable line.

It's an all-year-round seller, and always attracts the eye of the housekeeper.

A display of Pyrex is all that is needed to sell it.

PYREX

Transparent Oven Dishes

Are all-year-round sellers

PYREX is nationally advertised.

PYREX is guaranteed.

The leading manufacturers of metal mountings have adopted Pyrex for their standard insets.

Jobbers handling housewares have complete stocks of Pyrex.

Genuine Pyrex is guaranteed by the name stamped in every piece.

A booklet "How to Sell More" will be posted to buyers and salespeople, free on request.

Pyrex Sales Division

Corning Glass Works

World's Largest Makers of Technical Glass

569 Tioga Avenue, Corning, N. Y.



(Continued from page 50)

And trucks with which to deliver the goods

And cash to buy more goods to replace those which we sell And some more things

Just like that.

"People never ask us to lend them our storerooms or warehouses or sales force or delivery system but the old-style, out-ofdate and expensive credit system under which the manufacturer and jobber and retailer each in turn sold goods on long-time credit terms seems to have been so firmly established that it is hard to get away from and it is hard to convince some of our good friends that if we extend credit to them it is lending them the cash we need and must have to keep our business going. We haven't a bit of surplus cash any more than we have of storerooms or warehouse room or trucks or anything else necessary for us to do our work properly and well, so please do not ask to keep a slice of that cash out of our business any more than you would borrow one of our trucks for a month. Iobbers and Manufacturers are putting pretty nearly everything on a cash basis now. Thirty days is about the limit and in all cases where they would give longer time there is a cash discount that we must take advantage of in order to keep our cost down to the lowest point and that means the goods must be paid for as soon as we get them.

Where Orders are Phoned

"The cash system is not practical in a community like ours where 90 per cent. of the orders are phoned in or sent by

mail or given to the drivers who do not know the prices of the We say positively from our experience that the most satisfactory and economical system is the monthly account system but it must be a MONTHLY account only. When the statement is sent out it should be checked over with the delivery slips and if found correct a check should be sent in payment at once. If you find anything charged on the statement that you do not have a slip for and you think you did not get, tell us about it right away so we can correct the error. We try not to make mistakes, but no matter how careful we may be they will sometimes happen.

Merchants, not Bankers

"Now just a little more about that credit business. We think we have made it clear that as a business proposition we don't want to sell anything on open account that isn't going to be paid for when the monthly statement is sent out. Of course, if you are working for wages and depend upon the wages for the current month to pay that month's bills with, we expect to wait until the payday for that month but we don't want to wait until you can draw on the next month. want to do our level best for our customers as merchants but we can't do a banking business, too. If we had money enough we might start a bank but we don't think so. We don't believe we are cut out for bankers and we know we haven't money enough.

"Thank you! We were sure you would when you understood.

"Yours for service,
"MINARD & CO."

And Then I Fell Asleep

"He was the most eloquent orator I ever listened to. He painted the benighted condition of the heathen so clearly that my deepest sympathy was aroused. I resolved to break a lifelong habit and contribute a dollar to teach the gospel to my benighted brethren.

"As the speaker proceeded, I decided to make it five dollars, and then ten. Finally I knew it to be my duty to give to the cause all the cash I had with me—twenty dollars. The pleading of the orator wrought upon me still further, and I decided not only to give all the cash I had with me, but to borrow twenty dollars from my friend who sat at my side. That was the time to take up the collection.

"However, the speaker kept on, and I lost interest, and finally dropped off into sweet slumber, and when the usher woke me up by prodding me in the ribs with the collection plate, I not only refused to contribute, but am ashamed to state that I stole 15 cents from the plate."

Of course the above is Mark Twain. And it applies right here, and is well worth repeating— Don't oversell to your customers

Don't jump at conclusions—you may sprain your judgment.

When there's work for the Devil he doesn't pay much attention to union hours.

If more people paid their bills on the first of the month we might term it "Early Settlers Day."

PINNSYLVANIA Quality LAWN MOWERS

NOTWITHSTANDING our announcement of July first that we had discontinued, for the present, the manufacturing of twelve of our less prominent brands, our advance orders from Jobbers, for the season of 1921, specify for a larger number of Mowers than we were able to produce in the past season.

We hope to make better deliveries, but are unable to guarantee anything except the "Quality" of our product.



Keeping Record of Purchases Prevents Overbuying

HY is it that many merchants who do a good business have mighty little in the way of actual profit to show at the end of the year? In a good many cases it is because the narrow column which is pretty awkward when you have a discount like 70-10-5 and 2 per cent.

Suppose Mr. Atkinson is buying wood-screws or coffee-mills or his spring order of poultry-netting.

	WOOD SCREWS																	
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Mr. Atkinson uses sheet like these to keep a record of all purchases. Then when he wants to make up an order he can easily see the quantity he bought last time

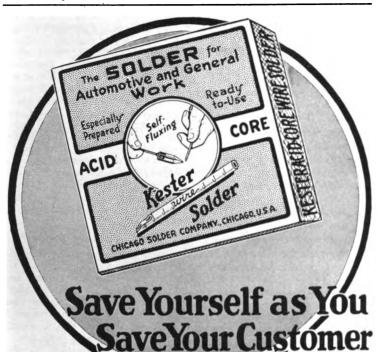
profit is tied up in unsold goods. The man who makes the money is usually the one who turns his stock rapidly.

Here is a simple method that prevents R. J. Atkinson from buying more than he can sell quickly. Mr. Atkinson is a successful hardware merchant in Brooklyn, New York.

As soon as a bill of goods is checked up, each item is entered by a girl in a loose-leaf book. See the sample pages illustrated here. Notice particularly the width of the column for discounts. Mr. Atkinson purposely had this made wide because every price book or record book he had seen had a

He simply turns to his little book and right there he has a complete record of his last year's purchases showing quantities, date of purchases, prices, source of supply, etc. It not only prevents him buying too much, but it also prevents him buying too little and being caught out; and he can also use this little book as a record of cost and selling prices.

A lot of trouble to keep this system up to date? It takes just about fifteen minutes a day of his girl's time. If you are interested, write us and we will send you a sample page and tell you where the binders and sheets can be bought.



HEN you sell your customers Kester Acid-Core Wire Solder you save yourself because it's like selling a box of tacks. No losses from cutting or overweights. No losses from broken bottles of flux. Stocks two items in one—sells two in one. Easiest to sell because it is widely known through its advertising.

Your customers—electricians, repairmen, farmers, tinsmiths, plumbers, garagemen, automobilists, and householders—save by using Kester Acid-Core Wire Solder. It's easier for them to use because it does away with separate application of flux. It saves waste from old fashioned pots of acid or paste. It does a better job because the flux is released from the core of pockets as solder is melted in just the right proportions. Every job is properly fluxed. It's safe and sanitary—flux always sealed tight in the hollow wire until released on the job with solder.

Put up in one-pound coils in cartons (like illustration) and on one, five, and ten-pound spools. Ask your jobber.

CHICAGO SOLDER Co. CHICAGO. U.S.A.

Digitized by GOOGIC

(Continued from page 14)

Once, I had a drinking salesman. He was trying to drink all the whiskey in his State, but he was a wonderful fellow, and a really great salesman, so I said to him, "Don't you know you are making a great mistake in trying to drink all the whiskey in the world at once? If you drink just a little at a time, you might drink steadily for seventy or eighty years, and just think how much more whiskey you could drink in On the other hand, if the end. you continue to drink the way you are drinking now, you will not last more than five years." He thought the argument was good, cut down his drinking, and is still going strong.

Then there was another man. He was a young fellow. He took a territory in a Western State, and the sales fell off. At regular intervals, he joined the Disappearing Club. I set out to see what was the cause of the trouble. I met him at his headquarters, and I found that he was going with a fast crowd. Every Saturday and Sunday, there was a great carouse. Sometimes the fun was so fast and furious it could not be stopped on Monday. I joined the gang, and they were a fine lot of young fellows. I must admit that I rather enjoyed one of their week-end parties, because I had been doing office work for many months, and was growing a little stale. I returned to headquarters, and I frankly explained matters to the president.

We Didn't Fire Him

"Well," said he, "I guess we had better fire this young fellow." I asked the president if he would not allow me to bring him home and make him my assistant. He was one of the brightest young men, and one of the most charming in his manners, I had ever met. He was brought

home. He became my assistant. He worked his way up to a very high position in our company. He received a splendid offer from a great corporation, and left us. Ten years after the first time I met him at his week-end party. I went to the same city, to visit him again. This time, his chauffeur, in livery, in a \$6,000 limousine, met me at the train. He took me to a luxuriously equipped apartment. I met a number of his distinguished and wealthy friends, but I regret to say there was not nearly the same spontaneity in this party, as in the one of ten years before, nor did I enjoy it as much.

Who Loves a Gloom?

Here let me make the observation that every salesman should be an optimist. He should always see the silver lining to the cloud. Merchants have their own troubles and they do hate a "gloom-thrower." The only salesman who is worth anything is the man who brings good cheer and inspiration. On the other hand. I have often contended that a good buyer should be a pessimist. No good buyer has a right to a good digestion. Let buyers be dyspeptics, but good health should be the main stock in trade of every salesman.

Allow me also to observe here that there is no reason in the world why a salesman should not have good health, because his occupation is the sanest and healthiest in the He gets change, fresh air and companionship. Statistics show that there are fewer salesmen in the insane asylum than any other class of men. Selling goods is a healthful, normal life. Out of every 100,-000 who entered the army and navy, a French scientist, who has recently been investigating question, tells us 199 become confirmed lunatics. The liberal professions come next in number, the

(Conlinued on page 58)

1921 or 1921

Time passes much more quickly than one realizes. Plans are made for the future and before one can 'turn around' that future has become present.

In planning for future business, it is well to plan far ahead and not only to plan, but to act so that when future becomes present you will be ready.



There's tremendous capacity in this big new stove plant. It was built expressly and only for manufacturing Nesco Perfect Oil Cook Stoves.

The demand has been so great for



OIL COOK STOVES

that it has been more than we could do to take care of everybody. But a smoothly running factory is catching up and will be ready for your orders.

To make sure of your supplies, it would be well to start right now to contract for 1921 delivery on Nesco Perfect Oil Cook Stoves. These are the stoves with the Rockweave Wick that will not creep or stick.

Write to your jobber about your 1921 requirements and place order promptly.



Continued from page (56)

list being headed by artists, then lawyers, clergymen, physicians, writers and civil servants with an average of 177 to each 100,000. After these come domestic servants and day laborers of whom 159 go crazy, with mechanics showing 66 and salesmen last with but 42.

The basis of all salesmanship is the ability to please. Annex that idea. Haven't you ever heard a man who was a grouch, and who knew he was a grouch, remark, with rather a superior air—"I know I am no salesman," and we might have, added, when we heard the remark, "and so does everybody else."

Suppose a very young man working in a wholesale or retail hardware house, reads this article, and says to himself, "I would like to know how to start preparing myself for salesmanship." My dear boy, it is the simplest thing in the world. First try to please the folks at home. When your mother or your wife is worried and tired out, jolly her up. Be cheerful at home. This is my first rule in my salesmanship course. Too many people to-day save all their cheerfulnes. for "company," and then, the next night, their family suffers from their grouch. I once heard a fond father say to his son-"Jimmy, suppose some night you stay at home, when you are not sleepy. We would like to see you when you are not tired out from the 'night before.' " me tell you, you can not be a coldblooded grouch at home, and then go out on the road, and suddenly change your whole nature, and make

a hit with the trade—it can't be done. You have got to start your education at home first. Try it out to-night. When there is that dead family silence at the dinner table, suppose you start in recounting some pleasant or amusing incidents of the day. See how the family will cheer up. See how they will also tell about their experiences. That is the beginning of salesmanship.

Start your campaign in your own family circle. Pay attention to your personal appearance and be clean and neat, but do not make the mistake of one young man who applied to me for a position as salesman. He wore a checked suit, with a horseblanket vest, brown spats with a rhinestone, horseshoe pin in a red tie. After we had chatted a little while, I remarked, with a faraway expression-"You lost your last position on account of your expense account, didn't you?" He sat up suddenly in his chair, and said, "Who Told You?"

"My dear boy," I answered, "You told me yourself. You are a traveling exponent of the living expense account. Of course, we all know him. He is a cheap sport, the kind who rests on a cue in the billiard parlor and rhapsodizes eloquently on his conquests, mainly pinochle. booze and women. He is cheerful, all right, but his cheerfulness is misdirected"-"Say, old top, could you spare me a V?" I gently passed him out of my office, because at the time, we needed all the money we had in our business, and we had notes coming due in the bank.



When that dead silence hits the family dinner table, tell 'em a funny story



The Delineator Throws Out All Mail Order Advertising

What It Means to Every Retail Merchant

WHEN a magazine as big and as well known as THE DELINEATOR decides to accept no more mail order advertising it means three things.

- 1. That the millions of readers of THE DELINEATOR will no longer be tempted through its columns to buy by mail from some big catalog house.
- 2. That one of the greatest magazines in the country becomes therefore the greatest friend of the retail merchant and the greatest advertising medium for goods sold through retail stores.
- 3. That other big publishers will follow the lead of THE DELINEATOR if they see that it pays to cooperate with retail merchants.

Whether or not these other publications eventually fall in line depends in turn upon two things.

- 1. Whether there is a big enough response from retail merchants.
- 2. Whether this response is given in a practical form that will help THE DELINEATOR make its policy a profitable one.

No matter what other publications may do the action of THE DELINEATOR helps every retail merchant in the land. THE DE-LINEATOR is a great magazine with a huge circulation. It has been joined by its associate publication THE DESIGNER. Together they are eagerly read in 1,500,000 homes every month.

Think of the homes where THE DELINE-ATOR is a trusted friend and adviser, giving counsel that influences the purchases of not merely a million and a half readers but a million and a half families. The mail order houses would like to reach these families through the advertising pages of THE DE-LINEATOR. But no mail order house can buy an inch of space in THE DELINEATOR at any price. THE DELINEATOR advocates the buying of merchandise in local retail stores and the elimination of mail order advertising is substantial evidence of the sincerity of this belief.

THE DELINEATOR is a powerful magazine—it reaches millions of women—your best customers—and it refuses to print the advertising of mail order houses.

Your own best interests are served when you recommend THE DELINEATOR, the most powerful advertising medium for goods sold in retail stores.

THE DELINEATOR

Will not accept Mail Order Advertising.
The Greatest Advertising Medium for goods sold in Retail Stores.

How Much Is the Foreigner's Dollar Worth?

Sixteen millions of our brothers from across the sea are earning and spending good money here and wide-awake merchants want that trade

By C. L. Edholm

COME years ago I had the experience of working in a small general store that catered to two classes, about equal in numbers and of the same buying power. One class was referred to by the proprietor and clerks as "white folks" and was up to the American or Anglo-Saxon families of the neighborhood, while the other class was referred to contemptuously as foreigners. was in a Southwestern community where the foreign population was almost as large as the native stock, and most of the men of that race were employed as miners at good wages.

When I first went to work in this store I had the general idea of foreigners as people who lived on a handful of beans and some dried Chile peppers and called it a day's rations. I imagined that they dressed in the cheapest clothes, which they wore to rags, and that they had no desire for finery or any object of luxury for their homes.

The Silk Shirts Went Fast

But one day the store received a consignment of silk shirts, which at that time were something of a rarity, for that was before the present era of super-wages for manual laborers. At that time the average workingman was not supposed to indulge in patent leather pumps and automobiles, and his shirts were of cheap cotton.

Greatly to my surprise, most of these fine silk shirts were bought by the foreigners, who planked down their • hard, American dollars without hesitation. I observed also that the small line of jewelry which we carried was of greater interest to the Alien than to the American customers, and before I had been in the store a week I was convinced that the despised foreigner ranked as a customer with the best of our American patrons.

Prejudice is Bad Business

Yet, strangely enough, the proprietor always adopted a condescending or even contemptuous manner toward the dusky skinned customers whenever they entered the store, and the clerks, of course, followed his example. They were not hostile, they did not go so far as to drive them out of the store or suggest that they trade elsewhere, but the clerks plainly showed by their manner that they regarded these people as their inferiors, and they took no pains to display goods for their benefit or to explain to them the use or value of new lines of stock. They did not consider that the foreigner's dollar was just as good as that of any other man's, and that he (Continued on page 64)



Paint and Varnish
Brush Making by
one family makes
these Brushes
the best that
money can buy
—Ask your jobber about our
patented
brushes—

The Wooster Brush Co. Wooster, Ohio

Established 1851



Royal

Self-Heating Iron

Simple and easy to operate. Highly polished and nickel-plated. Heat regulated instantly.

For prices, write your Jobber or the Royal Self-Heating Iron Co. Big Prairie, Ohio

GOOD HARDWARE

is a clearing house of ideas that are making money for the other fellow. Use them and we'll be glad to have passed them along.

(Continued from page 62)

was no more given to haggling over prices or asking for credit than the average customer. The discrimination against him was due simply to race prejudice, which was an example of bad business judgment.

Since then I have visited stores in many parts of the country and noticed a similar attitude toward the foreign born of almost all races that make up America.

If an Italian laborer enters a store he is not very likely to get the same sort of welcome as that given to an American. On the contrary he usually has to stand around and wait on the pleasure of clerks, who act as if they were doing him a favor by allowing him to buy goods.

16,000,000 of 'Em

This is a mistaken idea in doing business. In view of the fact that we have about sixteen million foreign born in America at present and that thousands more are coming in every week, it is a poor policy to form the habit of discriminating against the man who speaks broken English and does not understand American ways. It is only natural that in these circumstances, the millions of foreigners should give the greater part of their trade to stores kept by their own people, even though these stores may carry less desirable goods or charge a higher price for their commodities.

This has the bad effect of keeping the foreign born in ignorance of a large number of American products which he would gladly buy if he knew about them. Don't imagine that the

foreigner lives in inferior quarters and buys less than he should of American goods for his home or his table, because he would not care for the things we like. That is a mistake. The foreigner eniovs the luxuries of life just as much as the American does, and he is quite as willing to spend money for the things that he really desires. The trouble is that most merchants have taken no pains to make him want the things which Americans use habitually.

He Looks Poor But—

In these days, when a manual laborer gets more money than a college professor, he is well able to buy most of the higher priced goods carried by the average It is a false notion that the immigrant is always poor. We see him in his working clothes soiled by digging ditches splashed with plaster, and we imagine that he is a victim of poverty. But soon we learn that he has bought a corner lot, and before we know it he is the landlord to whom we must pay rent. That is the way things happen in America.

Equal Favor For All

Therefore the common sense business method for the merchant should be to regard his customers with equal favor whether they were born in this country or whether they hail from Italy or Poland or some other distant land. The small buyer may develop into a big buyer in a very short time.

A little courtesy will go a long ways with these people because they are used to a great deal more (Continued on page 66)

The Sharp, Fast Cutting Iwan Sickle Edge Hay Knives

are good sellers wherever farmers can see them.



Sell at sight. Handles arranged for greatest convenience. Packed half dozen in a box. Sections fit closely, cannot clog. Excels any upright, spear point, or smooth edge knife in ease of cutting and cutting surface.

For Sale by Jobbers

IWAN BROS.

1501 Prairie Avenue

South Bend, Ind.

Manufacturers of Post Hole Augers, Diggers, Tile Drain Cleaners, Barn Cleaners, Hay Knives, etc.

FOR QUICK TURNOVER

Here is a popular seller and an attractive counter display

It is a popular seller because it is a handy metal mender. With Hercules Cold Soder, Mrs. Jones can repair her kitchen uten-

Jones can repair her kitchen utensils and Mr. Jones can stop the leaks in water pipes, and lavatory tanks.

Car owners buy it because it is convenient in the garage. It can be used to stop leaks in gasoline tanks, cylinder cracks, and leaks in radiators. The attractive counter-display and the small price help to turn over the stock quickly. The usefulness of the solder brings repeat sales.

\$4.00 per carton of 2 dozen tubes, from your jobber or direct.



HERCULES PRODUCTS CO.

COUNCIL BLUFFS

IOWA, U.S.A.

(Continued from page 64)

ceremony in their own country than we are in America. their confidence is gained by a considerate and courteous manner and by absolutely fair dealing, it is a comparatively easy matter to educate them to the value of the best American products. As a rule, they are ambitious for their children and want them to grow up as much like American boys and girls as possible. This is an entering wedge, for through the children it is easy to reach the parents, and when the little immigrant begins to wear American clothes, and goes to an American school, he will not be contented until his parents are living in an American home equipped with all the essentials and even luxuries, found in the homes of his school fellows.

Let's forget the fancy apparel and the difference in accent and get down to brass tacks. "A man's a man for a' that," and the foreigner's dollars are worth as much as anybody's.

Cashing in on Electrical Goods

Just a few years ago, about the only thing electrical one could find in a hardware store was a fan, and even fans were not prominently displayed—nowadays the live hardware merchant gives over an entire section, yes, sometimes even a whole floor to electrical appliances. And there are some dealers who run electrical appliance specialty shops, selling everything electrical from flashlights to ranges.

The time is coming shortly when even country hardware

stores will be selling electrical goods, as well as the plants for generating power. Have you noticed that the mail order catalogs are featuring small power plants for use on the farm, telling the farmer how to light his house and barn with electricity, churn, run the washer, and countless other things. If the mail order house can sell through a lifeless. inanimate, catalog what are the possibilities through actual demonstration? What line of merchandise offers greater possibilities for displays to attract the buyer than a bright, "live" electrical window?

When planning the electrical window display, don't forget the most important selling helps—A few showcard suggestions follow:

Don't Grope in the dark
There's many a slip
Twixt the dock and the ship
A FLASHLIGHT
is the answer

50c

to

\$5.00

Nothing will add a cozier appearance to the room than
A READING LAMP
\$4.00 to \$5.00

We will be pleased to show you our assortment.—

Don't be a WASHING MACHINE Buy one!

The Hercules is guaranteed Come in and see it demonstrated

Have you noticed "him," after leaving the Barber Shop With a pink, full o' life complexion Don't envy him—get a VIBRATOR He'll use it too!

A GREAT DEMAND

for Scythes has been predicted for next season. Are you prepared to fulfill your share of this business?

You can rely on the qualities of the

DUNN EDGE SCYTHES



Dunn Edge Scythes are noted for keeping their edges and also for their finishes. Made in all standard patterns and lengths.

Write for catalog of Dunn Edge Products

WIEBUSCH & HILGER, LTD.

Sales Representatives

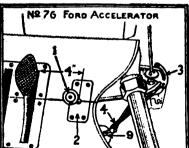
106-110 LAFAYETTE ST.

NEW YORK, N. Y.



Lees PET COCK WRENCH for Fords





Saves Ford owners bending under car or brushing against muddy wheel to turn oil pet cock. Quick seller. Nearly 100% profit.

KEES Foot Accelerator for Fords

Can be attached without machine work. Has few parts. Made of pressed steel finished in black Japan. one in a box, all ready to deliver to customers.

Order through your jobber. (Dept. No. 60.) If he can't supply you, write us directly.

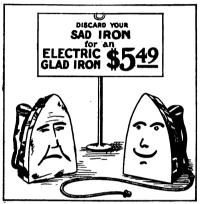
Prompt shipment.

MANADARIA NE AMBRIMANIA COMBINISA COMPANIA COM CONTRA CONTRA CONTRA CONTRA CONTRA CONTRA CONTRA CONTRA CONTRA C

Put an Idea in Your Window

A DISPLAY of electric irons if neatly arranged will probably sell some electric irons. Any display no matter how crude is better than no display.

But such a display appeals only to the woman who has already



decided that she is going to invest in an electric iron.

Consider the greater possibilities of a window that not only reaches this class of possible buyers but which influences also the woman who is now using a "sad" iron and is contented with it. That is the purpose of the window display idea that is pictured here.

Telling Your Story Thru Exhibits

ERCHANTS and manufacturers of Winnipeg, Canada and vicinity have erected an imposing building known as the "Industrial Bureau." This building is divided into booths

most of which have, in connection with them, a display window facing the street. Nearly every manufacturer and many retailers are represented, paying a small rental for the booths.

The exhibition is very interesting and the building being open day and evenings, is visited by thousands of tourists, homesteaders and prospectors yearly entering the vast Canadian West through "Winnipeg the Gateway."

In a small city in the state of Washington, widely known for its products of the soil, the citizens have erected a display case, right on the station platform. As the trains stop at this point for ten or fifteen minutes, ample time is provided to view this miniature exhibition of the vicinity's products, which comprise jars of preserved fruits, giant specimens of vegetables, grains, etc.

The local Growers' Association, through a sign in the display case, invites settlers to the community; a local canning concern advertises its brands for sale; and the tourist or passenger en route is immediately impressed with the alertness and progressive spirit manifested here.

Little Marian asked her father recently why the earth moved, and father, thinking evidently of something else, replied:

"I guess because it finds it cheaper than to pay rent."

The other day we saw a matinee idol with a suit so tight that if he had placed some pencils in his upper breast pockets he would have resembled a corrugated roof.

NESTOR JOHNSON

North Star Tubular Racer Hockey Figure Skates



"THEY GO LIKE LIGHTNING"

Distributed by the most prominent hardware jobbers in the country. Write for our free booklet and name of nearest distributor.

NESTOR JOHNSON MFG. CO.
1235-41 No. California Ave. Chicago

Established 30 Years

THE MAT THAT
CAN'T WEAR OUT

Sleeth Flexible Mats are made of steel built in links like a chain. They outlast all others. Self-cleaning, sanitary, attractive. Used in government buildings and New York schools. Always a big seller. Write for prices and descriptive literature.

Fernald Mfg. Co. North East, Pa.





CAST BRASS

NO RUST

to Yerdon's Hose Bands—made of a special rust-proof composition metal A. permanently tight connection assured. Easily applied and so durable they can be used again and again. All sizes for hose \$\frac{1}{2}\text{O}\text{D}\text{D}\text{.} up to largest Suction hose. Unequalled Automobile Hose Connections. Made in Fort Plain, U. S. A. Used everywhere. If you don't know them write for samples.

WILLIAM YERDON

No. 4 Center St.

FORT PLAIN, N. Y.

MARQUETTE,

Rim Tool-Tire Tool-Luggage Carrier

Sold by Principal Jobbers in U. S. A.

Marquette Mfg. Co., Inc., St. Paul, Minnesota



Tested and approved by Good Housekeeping Institute and being used now by housekeepers everywhere.

Write for special literature on these instruments.

THE WILDER-PIKE THERMOMETER CO.

TROY, N. Y.

U. S. A.

There's Money in Selling the SLIPON Handle Protector

Housekeepers buy it on sight. Just display on your counter in the self selling carton together with percolator equipped with a protector and they sell themselves. Handle insurance for your customers for

10 cents

and profit insurance for you.

Order from your jobber today

YOUNG SPECIALTY CO.

2224 Vliet St. Milwaukee, Wis.



When the Chicken House Came

Here is a skit on probably the smallest railroad station in this country. We will spare its blushes by drawing a veil over its identity.

A Western farmer, expecting a chicken house to arrive in his village, sent one of his hands—a newcomer, to fetch it. On arriving, the man saw the house, loaded it into the wagon, and started for home.

On the way back he met a man in uniform with the words "Station-master" on his cap.

"Say, what have you got on that there wagon?" he demanded.

"Chicken-house," was the curt rejoinder.

"Chicken-house be damned!" cried the official wrathfully. "You're carryin' off our station!"

A Household Argument

"I'm up against it," said the Wall Paper.

"Hard luck," commented the Horse-shoe over the door.

"Cut it out!" cried the Scissors.

"Well, I've been trampled under foot too," observed the Oriental Rug.

"I'll get someone to look into this," said the Mirror.

"Well," spoke up the Writing Desk, "I haven't a kick coming. Everything is all write with me."

"Oh, shut up!" shouted the Window-shutters.

Whereupon the Gas became very angry, and after flaring up, got hot under the collar, and saying that he refused to throw any light on the matter, went out.

Don't knock! Pound! That is, Pound a few more Nails of Certainty into your House of Success.

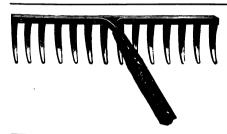
"Storm Kings" sell faster than we can make them. You can make money by making it your leader this season. Every farmer -camper-hunter-garage man-fisherman knows it to be the best value.

Display and boost the

for the good of your own pocketbook. For prices, write your jobber or

NATIONAL STAMPING AND **ELECTRIC WORKS** Chicago, U.S.A.





Cronk Steel Rake

Replacing malleable. Cost little more than cast rakes, worth double. Dealers supplied through jobbers.

THE CRONK & CARRIER MFG. CO. Elmira, N. Y.

BARTLETT Compound Lever Snips and Pruning Tools

The Compound Lever lives an even cutting

The combination of the best tool steel and the patented compound lever makes a mechanic's Snip for hard, difficult cutting. Made in all sizes. Fully guaranteed. Dealers are invited to write for full particulars. Carried by jobbers.

Bartlett Manufacturing Co. 38 E. Lafayette Ave., Detroit, Mich.

There is a Demand



EVERY housewife knows about Cold Pack canning—each month she reads National Steam Pressure Canner ads in leading Women's Magazines. Sell the line that is known, the line that was made good and gives the dealer fair profits fair profits.

National Aluminum Steam

Pressure Cookers save 2-3 the labor and 3-4 the fuel —Makes toughest meat ten-der. Send NOW for special dealer's propositionmeans good profits for you.

NORTHWESTERN NORTHWESTERN 850 Spring Street STEEL& IRONWORKS Eau Claire Wis.

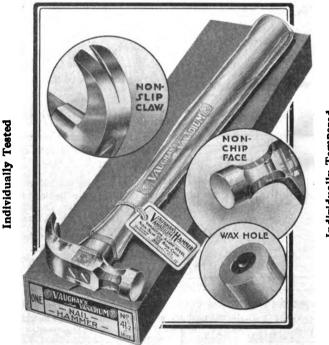


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Vaughan's Vanadium **Nail Hammer**

A Tool of Distinctive Quality

VANADIUM is a purifier of steel. Vanadium Steel properly Heat Treated and Tempered makes a better Tool. Our Non-Slip Claw will pull nail—head and all—through block. The wax hole is an exclusive feature of this hammer. It is used to wax nails to be driven into hardwood. All Vanadium Hammers have Hand Shaved Handles.



individually Tempered

All Genuine Vaughan's Vanadium Nail Hammers bear our name and are sold only under our Brand

No. 41, 20 ozs.; No. 41 1/2, 16 ozs.; No. 42, 13 ozs.; No. 42 1/2, 10 ozs. Your jobber will quote you. Ask him for circular.

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VAUGHAN & BUSHNELL MFG. CO. 2114 Carroll Ave. MAKERS OF FINE TOOLS

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Brune -110.2

Individually Tembered

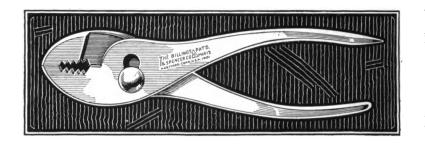
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WITTE HARDWARE COMPANY
ST. LOUIS, MISSOURI



IF you like the feel of a pair of pliers that grips for keeps—that wears everlastingly—get yourself a pair marked Billings & Spencer. Adjustable in one motion to pinch a wire or grip a pipe.



THE BILLINGS & SPENCER CO.

HARTFORD, CONNECTICUT







ADAM DESIGN

HE supremacy of this beautiful Silverware is well understood by the public; see that your Community stock is sufficient for this holiday season's business.



WITTE HARDWARE CO. Saint Louis





A Phonograph for Real SATISFACTION The PARAMOUNT

An Instrument that has superior tone quality, one that reproduces faithfully, giving forth rich, clear tones with all their original and natural airs.

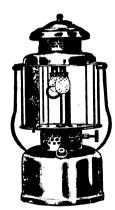
We also have Paramount Lateral Cut Records, advance list of latest hits sent upon request.



WITTE HARDWARE CO.
Saint Louis







of complete line, ask them



TE HARDWARE CO. Saint Louis



HUNTING GOODS!

You'll Need Them Be ready to furnish Mr. Hunter with a complete outfit.

Below we list only a few items of the complete line we carry and can supply:

Remington, Winchester and Stevens **Shot Guns** and Rifles **Dry Back Hunting Coats Vests** Caps Leggins **Gun Cases** Shell Belts Shell Bags Loaded Shells Metallic Ammunition



WITTE HARDWARE CO.
Saint Louis





Editorial

A monthly magazine for the Hardware Dealer who believes the interchange of ideas is good for the soul and the pocketbook

Edited by BEN GREELY

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Copyright 1920 by Leonard Tingle	

LEONARD TINGLE, Business Manager

RANK C. THOMAS, Eastern Manager EDMUND CARRINGTON, Western Manager 116 W. 39th Street, New York Mallers Building, Chicago

YREX helps a woman spend less time in her kitchen.

Pyrex helps a woman to prepare better meals with less labor.

Pyrex helps a woman serve her meals more attractively.

Display Pyrex in your windows the first week of every month, also throughout your store, and it will be a silent salesman for you.

PYREX

Transparent Oven Dishes

Bring Customers and Satisfaction

PYREX is nationally advertised.

PYREX is guaranteed.

The leading manufacturers of metal mountings have adopted PYREX for their standard insets.

Jobbers handling housewares have complete stocks of PYREX.

Genuine Pyrex is guaranteed by the name stamped in every piece.

A booklet "How to Sell More" will be posted to buyers and salespeople, free on request.

Purex Sales Division

Corning Glass Works

World's Largest Makers of Technical Glass 569 Tioga Avenue

Corning, N. Y.



GOOD HARDWARE

A Monthly Magazine for the Hardware Trade

A clearing house of good ideas that Retail Hardware Dealers are using to get more business and to make more money

Edited by BEN GREELY

Vol. 2

DECEMBER, 1920

No. 3

Business is Always Rotten for Some People

Maybe it's their own fault—Also why a hardware editor thinks he has license to butt in on the school system—And a few words about good roads as they affect the retail dealer

By Ben Greely

LOT of folks have been telling around that business would be pretty dull until after election—that it would either go to the dogs after that or boom ahead, depending upon the party that won.

Well, election is over and we presume these same folks will now be making predictions as to the probable effect of St. Valentine's Day on the commerce of the nation. To some people business is always going to be good as soon as certain "conditions" are right. To some other people, business is always good simply because they make it so.

If there is a temporary slump, which is bound to happen occasionally, they plug all the harder, they double up on their advertising instead of cutting it out entirely as the calamity howler does. They take the clerk who isn't busy and send him out to call

on farmers and get acquainted. They try to dig up some especially good bargains to attract the wary dollar. When business comes the hardest is the time when they work the hardest. And they are too busy to chew the rag about "conditions."

AYBE a hardware editor has no license to butt in on educational affairs. But at the risk of being told to stick to our own job, we are going to make a couple of suggestions to the folks who have the neat little task of crowding into the youthful mind a few grains of knowledge of geography, arithmetic and the like when the same vouthful mind prefers to concern itself with the batting average of Babe Ruth or with the adhesive qualities of a piece of soft chewing-gum implanted firmly in the hair of the boy in the seat ahead.

Most people at the age of 21 have no practical knowledge of geography. In school they were taught the capitals, the leading products and the boundaries of each state, all of which they promptly forgot. As for any practical knowledge of traffic and market conditions, the importance of jobbing markets, or the relation of one city to another in everyday life-such knowledge is entirely lacking.

Our suggestion is that geography would be studied, remembered and used in a practical way in later life if it could be taken up in its relation to the country's business. Certain cities have become important jobbing centers -some in one line, some in many lines. The reasons for this can be made interesting to anyone.

You and I know that most shipping is done in a westerly direction because it is not practical to ship against the point of production. We know more or less about the relation of shipping conditions to the development of certain natural business centers. But all this knowledge is generally acquired through practical experience.

This is a good way to get it, all right, but it would do no harm to give our seventh and eighth grade pupils and our high school students a general education on such things. It is more interesting than dry statistics and a more valuable foundation for practical knowledge to be acquired later.



▲ LONG the same line of Thought let us consider for a minute the subject of arithmetic. I remember, when I was a kid, part of my arithmetic lesson consisted of making out orders to Sears. Roebuck & Co., or Montgomery Ward, or other mail order houses. And in picking up an arithmetic the other day I found that pupils today are still doing the same thing. I don't suppose the mail order houses had anything to do with this, but it is fine propaganda for them just the same.

Just as a suggestion, why can not something be done to change some of these problems around and let the children figure out at the same time the cost of the money-order, freight or express on the goods, interest charge on the money, etc., as against buying goods in local stores?

These are points that people do not think about in buying goods by mail. Yet if the children were given some practical examples that would being out the facts of one form of buying as against the other, these points would be

impressed upon their minds at an early age and on the minds of their parents, who help the children with their home-work. Of course it would not do to show too big an advantage in favor of local buying but simply tell the truth, and let people draw their own conclusions.

Not long ago a debate was put on in the schools of North Dakota on the subject, "Resolved, That it is detrimental to my community to buy from mail order houses." This was evidently started by some mail order house, which, by the way, furnished all sorts of printed matter giving strong arguments for the negative side. The catalogue houses recognize the advantage of creating a favorable attitude in the young mind, looking ahead to the time when these youngsters will be grown up and will have money to spend. Perhaps this subject of mail order arithmetic problems is worth looking into.



It looks as though one of youth's fond dreams is going to be dissipated entirely. A well-known manufacturer of sprinkler systems is advertising fire prevention for schools and if this comes to the attention of a certain youngster we know whose one hope is that the schoolhouse will burn down or sumpin', we know it's going to take all the joy out of his young life.

IS THERE a trading center in the United States that has not felt its business rise or fall in accordance with the condition of its roads?

Good or bad roads each have their effect on the volume of business that the mail order houses get out of a town; good roads—more business for the local merchants, less for the mail order houses: bad roads—increased orders for Montgomery Ward or Sears, Roebuck. This in itself is reason enough why every merchant should be a strong advocate for good roads.

Naturally, when the customer can give Uncle Sam the job of delivering his merchandise via parcel post, regardless of the condition of the roads, but particularly when the roads are so bad that he can not go to town and trade, he is going to let goodnatured Uncle Sam do it, with the assistance of Mr. Burleson. Roads that are usable every day in the year are bound to invite and keep business coming to the local trading center.

I have in mind an instance of a store in a small city in Ohio that has traced its growth directly to the development of the roads extending into the surrounding country. Good highways not only allow people to come to town whenever they feel like it, but it has given this particular store an opportunity to build up a one-day delivery system that is an important factor in holding a great percentage of the business in that territory.



Household Labor-saving Devices Mean Large Orders

A flock of good ideas that have proved successful in the sale of washing machines, ranges and other hardware items

By Robert A. Wadsworth

NE of the latest and most profitable fields for hardware men is in the labor-saving devices for the home. Women. reading in their women's magazines of the many devices that will enable them to do their house work better, more quickly and with less effort, are ready to meet the hardware man more than half way to talk about a device that he is capable of explaining and demonstrating-in other words. on which he has learned the selling talk. Another advantage the hardware man has is the help situation. Servants being scarce, indifferent and expensive the housewife is eager to replace her human—or inhuman—help with the mechanical as far as is practi-

cal. It's up to the hardware man to show her just how far he can help her.

A thing that has much weight with a woman in her buying, hardware men say, is knowledge that a number of neighbors, even if folks with whom she is not particularly well acquainted, are using the particular equipment that is recommended.

To take advantage of this trait one merchant has framed lists of his washing machine buyers from the pillars in his basement salesroom. They are listed as to streets in one place and alphabetically by name in another.

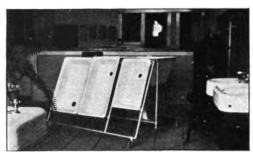
"You live over on East Front, do you not, Mrs. Quigley?" the salesman will ask.



People like to get close to merchandise. Schlueter's has framed his windows so the glass slides out and the merchandise stands in full view

"Yes, No. 1124."

The salesman gives a quick glance at the heading "Front Street." He runs down until he sees No. 1098.



A splendid rack for displaying bath room fixtures

"Know Mrs. Walter Biggs, at No. 1096?" he asks.

"Yes, she's my son's Sunday School teacher."

"Mrs. Biggs is using this M—Washer—. (He consults the date). Bought it last June. She could tell you all about it, and I'm sure would say that it could not be taken away from her. And (he consults the Front Street names again) Mrs. Farwell, No. 1301, got one in August. Possibly you know her?"

"Just to speak to."

"I guess you'll find a lot of them around the town in your friends' homes."

"It does look that way."

"Now, I'll tell you, Mrs. Quigley, there's only one way to learn about this machine—that's to let it do next Monday morning's washing. I'll—"

"Now, don't you try to force one on me, Mr. Sidney." "We don't do that. Mrs. Quigley. Unless a woman needs a machine; and unless it performs to her satisfaction, why, we don't want her to have one. But while

you are getting breakfast Monday I'll leave this machine on your porch. You have hot water ready for it. We'll get it ready and start the first lot, showing you how simple it is—and instead of having to turn that old hand ma-

chine of yours, which you say you wish to discard, this one will do the washing while you do your breakfast and the dishes. 'Washing done by nine,' is our slogan."

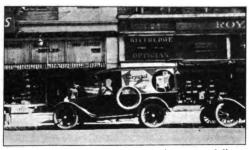
"But I don't want you to think
I have to——"

"Indeed not! You don't buy until we show you. But you'll be so relieved that we are glad of the chance to show you. Next Monday morning. then."

"All right."

And the demonstration in the home makes it extremely difficult for the woman to refuse. One dealer said that in his selling of

(Continued on page 56)



Schlueter's has also made each of its seven delivery cars a moving billboard

He Fought the M. O. Houses and Won

ILLIAM RUBEN, a sporting goods merchant of Newburgh, N. Y., found last winter that the mail order houses were boring into his business by selling pipe skates and sweaters at reduced prices to many of his patrons.

Did Mr. Ruben write the mail order houses about the matter? He did not. But he did make it his business to acquaint skate-users and sweater-wearers with the fact that he could meet the catalog house prices, and that he would be ever-present, to stand behind what he sold. He went further than this; he promised to keep sharpened all pipe-skates purchased in his store for as many winters as they remained in the possession of the original purchasers.

Where to Skate

He also promised them information, during the season, as to where the skating was good, on Orange Lake, on the Downing Park lake or on the Hudson river. As Newburgh is a great skating centre, Mr. Ruben built up an enormous skate and sweater business, as a result of his statement that he would stand behind what he sold, and keep sharpened all skates purchased from him.

During the past summer he ran against another mail order

The catalog house house snag. in question specializes in cameras. It sells the camera, and agrees to develop all films taken with its cameras, on its film rolls at half Mr. Ruben conducted a camera sale, at which he agreed to develop free of charge all films used on film rolls in all cameras purchased from him. As a result he had to keep one clerk developing films all summer. He sold 85 cameras and 415 rolls of films, or an average of five rolls to the camera. He is working on other lines of battle from which to war with the mail order houses, that buck his business.

Electric Man a Live Wire Himself

IN order to introduce his service as an electrical repair and equipment man to all those residing in his neighborhood, an ambitious electrical dealer in Providence, R. I., distributed cards to all nearby residents on one side of which these words alone appeared.

BELL OUT OF ORDER

On the opposite side of the same card he included his name and address and a reference to the service he had to offer. As so few people possessed a neat printed card of this sort for use when the doorbell refused to work, the distribution was well appreciated.



Emulate the major domo. He leads the procession but he doesn't make any noise about it



The Where and How of Getting Good Salesmen

With some thoughts on what to do with them after you get them. Why some prove liabilities and others assets. And an idea or two on how to make the world better for the Ancient and Honorable Order

By Saunders Norvell

Illustrated by Tony Sarg

THE salesman you employ to-day may be one of your future executives and leading men. From the bottom we refresh the top. In view of this, also the fact that mistakes are expensive, the greatest thought, care and attention should be given to his selection, instruction and development.

Even after much experience and with great care, the man who employs salesmen will meet with many disappointments. If you get one real, good man out of

every five you send out, your batting average is good.

I have found that the best salesmen come from the small towns and the small jobbers. Probably the reason that the small town produces the best salesmen is because in small places they are accustomed to rise early. The families, as a rule, are in moderate circumstances and the boys are brought up to hard work and hard work develops the best men.

In the big town men too often



The man who is economical and saving for himself will be careful in his expenditures with the firm's money



The extravagant salesman looks on his house as a rich papa—thinks there is no bottom to the well

are tempted to look for "snaps" and I know of nothing that proves so fatal to the development of a young man ambitious to succeed than a "snap." Feather-bed jobs make men soft. It takes the fight out of them. When the pressure comes, they cannot stand the strain and must yield to stronger men. Oliver Cromwell once said: "Trust in God But Keep Your Powder Dry," and "Old Ironsides" was a small town man, who asked little of the world

but gave it much. Against the featherbed boys of the big towns, he had no competition—he was their Master and they admitted it.

The reason why so many good salesmen come from the rank of small jobbers is because in such houses they are not only accustomed to work very long hours but they do all kinds of work. They

work in every part of the business, and therefore have a more all-round experience than men who work for large houses that are necessarily departmentized. such large houses men only learn one department. Their experience, as a rule, is very narrow and they have not the general business training that is obtained in the smaller houses. Many

small jobbers sell goods at retail, and these men not only have the benefit of a jobbing experience, but also of a retail experience, which, of course, is a great advantage.

In looking back over many years' experience in employing salesmen, there is one class of men I have found exceedingly expensive. They are the men who have in the past been sales managers or heads of departments, and who come to you as salesmen. It is



Dave should have read Bacon's advice on marrying: "Young men, not yet. Old men, not at all."

a dangerous thing to be a salesmanager, because after that such men, as a rule, "know it all." They can not be taught anything. They do not realize that changed conditions mean changed methods. It is difficult for them to assimilate new ideas. They can do that, until this was betwixt that and that was ferninst this. He was a one cylinder fighter and allowed himself to be licked and routed by a force one-quarter his size.

When a man is once made a sales manager he must go ahead because he can never successfully



Personally, I never had a contract in my life. I don't believe in them.

They limit freedom.

work the "Tin Lizzie" only on one speed and often try to force methods with which they are familiar into a situation where such methods do not fit at all. My experience has been that these high-class men who come at large salaries often fall down miserably. They do not want to work, but sit around and criticize, upset, disturb and disorganize. Wellington summed up the symptom eloquently when he said of Gen. Mack: "General Mack cannot move without five carriages." Placed in charge of the Neopolitan army, organized to resist Napoleon's invasion of southern Italy, Mack couldn't do this and couldn't

go back into the ranks.

In employing a man from another house, I have always asked the direct question—"How much money are you now earning?" Four times out of five, he will fidget and answer—"About so much." This makes it necessary for me to find out what "about so much" means. It usually takes several questions to get down to his actual salary. If a man is a member of the Annanias Club, this is the time he shows you his membership card.

Folks who play with the truth, play with fire. Dissemblers betray themselves. In the eye and

Continued on page 62)

Makes Office Partition Carry Heat



The desk is fitted with screen wire to allow heat to come thru

HEN the wintry air calls for heat in the office of the Trinidad Hardware Co., Trinidad, Colo., the warm air from the registers in the floor gets

a chance to circulate and warm up the partitioned-off office. It used to be that the solid wood partition kept out the warm air. Then the proprietor took out the wooden panels and inserted screen wire. That lets in the heat and thus solved the problem, for in this way the warm air was permitted to circulate all over the store.

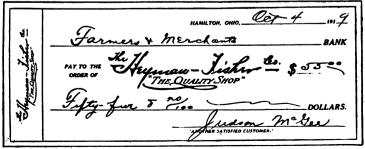
His Checks Advertise His Business

A FIRM in Hamilton, Ohio, is always on the alert and lets no chance slip by for a bit of good advertising. Here is one good idea it hit upon.

If a customer comes in to buy any costly item he is encouraged by the proprietor to give a check, and is handed a blank form which can be filled out on any bank in the town.

When one glances at the form all is made plain, for the blank check is not only a splendid advertisement for the firm but a testimonial of satisfaction over the business transaction.

For directly under the signature of the customer are printed the words "Another Satisfied Customer."



Customers are encouraged to pay with checks supplied by the store

Can you beet it Alik?

personal letters of William, the hardwar kid

By David M. Davies

Dear Alik:

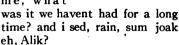
i am now wurkin in the korner hardwear stor where bill grogan whooz old man was hung, wurks. bill is in the rope dept and

seams to take to it.

The other day old Mrs bolt caim in and just as i was saying to her, no we havent had nun for quite a wile, the boss caim up and shuved me away and sed, no Mrs bolt but we

can get it for you, and Mrs bolt laffed and went out an ilaffed 2 and the boss sed, yung d man doant you laff at

me, what



The furst day i wurked here, i was behind the counter cleening the showcais and a feller cums and sez, wat kan i use best for trout fishin, and i sed, wurms mister, wurms, but Sandy Magee the hed clerk stepped on my fut, aksidentle i think, and soald this feller line and sinkers and after he went out Sandy shoad me wat to do nex time and sed, talk about wurms after you get the muney William. That nite the boss gave us all a talk on sailsmanship and toald us to always tri

to sell the best artikl and maik the sail bigger.

Well Alik the furst thing next mornin old mr. titus caim in for

ten cents wurth of shingel nales and i tryed to tell him how much better owr six inch spikes were and he sed, look hear yung man vew will feel the spikes in my boots if yew doant hurry. Can you beet it Alik?

A tuff lookin kid caim in with wan of these booldogs with a

scrambled face and sed, i want a kollar for this hownd, and i showd him a kollar and he put it on this dog which he called mike and and befor he pade for it, him and me wus talking abowt basball and the boss caim up and sed, Now then, now then, we dont allow no dogs in hear, and tuk this boy by the year the door and toald him to beet it, and then he caim back and sed to me doant yew ever have yewr friends kum in hear to waist yewr time again, and then I toald him about the kollar he got orfully red and sed, for the luv of mike go after them, and i sed,



A tuff lookin kid caim in with a booldog with a scrambled face

Digitized by GOOGLE

yessir that was the dog's naim. But beleeve me Alik that boy wus tuff as i sed befor and i hunted withowt effect all afternoon Wen i cam back and toald the boys in the stor, they all laffed and sed, grate stuph, William, thats wan on the old man, but beleeve me the boss didnt think it was grate stuph and sed, 2 forty five taken owt of yewr pay this week yung man. Can you beet it Alik?

Gosh a gurl caim in and sed, have you got any caster-oil and i sed no mam my murther gets it in the drug stor and she sed no this is sumthing you bake with, and i sed, im glad my muther doant bake with it as it is prety rottun stuph to taik, so she stuk up her nose and sed tut tut and went to Sandee Magee and he soald her a thing that luked like a pie plate so beleeve me I eggsamind wan and it sed "casserole" Good thing the boss didnt katch me that time Alik.

We ar gettin in lots of new stok now and it keeps a feller goin sum to get it unpakkd. i think we are going to sell mewsigal instrooments i seen sumthin looked like my granfathers bagpipes only i think it plays with elektrisitee and is called vakewum. Can you beet it Alik?

Borrow Pictures to Attract Trade

HEN a local picture show theatre gets its bunch of "stills," the photographs which it is to use for advertising the current performance, this hardware store borrows four, five or a half-dozen. They are grouped on the

felt-covered background of a display case that is fastened to the outside wall of the store.

In the center there is usually some clipped advertisement of the store. Or, there may be a show card, or even merchandise.

"The pictures will bring people to the case from the outer edge of the sidewalk," said one of the store's salesmen. "People cannot resist looking at pictures. It is safe to say that everyone gets a look at the case at least once a week. And they will also take an interest in the clipping—for clippings are also a temptation to the passerby.

His Sentence

The social worker was doing his best to condole with the inmates of the county jail.

"And you, my poor man," he queried. "How long are you confined for?"

"Six months and six days," replied this poor man, cheerfully.

"Why, that's a peculiar sentence.
And what are the six days for?"

"Oh, I dunno," responded the convict with nonchalance. "War tax, I guess."

Overhauled

"Was that a new girl I saw you with last night?"

"Nope, just the old one painted over."

The Easier Way

"Never ask a woman what size she wears," said the proprietor of the shoe emporium to the new assistant."

"Why?" asked the new employe.
"Because it is easier to measure
her than it is to argue with her,"
replied the successful merchant.

They Beat M. O. Competition by Calling on Their Customers

When J. B. Dickson, of Rock Springs, Wyo., found that people in the outlying districts were sending their orders to the M. O. houses he brought his store to them, in the form of a truck

By Charles A. Goddard

SURROUNDING Rock Springs, Wyo., is a ranching section in which are many families whose most convenient method of purchasing goods was the mail

order catalogue method. Being isolated and unhandy to local stores, yet reached by the mail service, it was only reasonable that they should send away for what they needed.

In the early part of this year two young men took over a store in Rock Springs—J. B. Dickson and his partner, R. M. Anderson. Theirs is a men's furnishings and footwear store and their

popularity locally soon secured for them a great share of the town trade. But several months later they realized that many mail orders were going away from people in the outlying districts, ranch families and their employees. They decided to get some of this business for themselves. And as soon as they got their stock in shape and a hold on the business they formulated plans that have added considerably to their volume of business, and made many new and loval friends for the store.

They sent out into one dis-

trict a truck with a number of trunks filled with samples of the staple articles in men's wear, including shoes. Two men, both salesmen, went along. A ten



A truck, filled with samples is sent out every ten days to get the country business

days' trip brought in a total of \$1,242 in sales. The goods were shipped by parcel post from the store, the orders being mailed in each evening from the route.

It is the policy of this firm to accept one-third down on the order, the balance is paid on delivery. This gets the goods to the patrons a great deal more quickly than the usual mail order method. Besides, there is the advantage to the patron of getting to see and examine the goods. And many of the patrons were formerly mail order buyers,

Mr. Dickson says that they are serving about a thousand new people in this way and that these new patrons are very glad to see the truck arrive. The salesmen are well-dressed and are good mixers, often taking meals with a family on the route. It is adding about \$3,000 a month to the business done by the store and the results will continue to improve as the territory is worked and the people served get better acquainted with the representatives of the concern.

One route leads 54 miles to the east and another 115 miles to the north. Only one settlement is touched, the remainder of the sales being made in homes. Credit sales are guaranteed by the salesman making them, the commission on sales being a 50-50 division of the profits between the store and the salesmen. The expenses are borne by the salesmen. who also find the venture profitable. No prices except those marked on the goods in the store prevail.

Quick Turnover

The store's investment is turned over three times a month. Now and then a mail order all made out and ready for mailing to a catalogue house will be destroyed in favor of the store. In addition to the line represented by samples, the salesmen carry about \$3,000 worth of merchandise which is sold and delivered upon selection. This class includes staples in men's wear but not suits.

Since the initial experimental trip a number of mail orders have been received from people who are appreciative of the store's willingness to serve them. If a man hesitates to buy it is explained to him that if he sent to a mail order house he would have to send away the money for the goods and then wait for at least two weeks for them. then not having an opportunity to examine his purchases; and if there be a slight difference in price in favor of the mail order house the matter of postage and money-order fee is brought to their attention. Each article goes out to the patron satisfaction guaranteed.

Advanced Cards Sent

Now, before a trip is started. the salesmen resort to a method that tends to anticipate the sending away of small mail orders. Advance cards are sent to prospects on that particular route advising them of the coming visit and suggesting that they wait with their wants until the salesmen arrive. That means that when the car stops at a farmhouse there will probably be a group of neighbors there waiting—people who might otherwise be poring over a mail order book.

Another advantage to the store is the number of these folks who make it a point to step into the store on their trips to town, to say "howdy" and to buy what they need between calls of the store car.

The Universal Question

Spiritualist (in hushed voice)— "The medium is now in direct communication with the unknown. Does anyone wish to ask a question?"

A Voice—"Tell us where there is an apartment for rent."

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The Point of a Tack

By William Ludlum

THE point of a tack is a serious thing
In love, or in business, or war;
It is more than a trap for the unwary foot,
In wait on the carpeted floor.
When you crawl out of bed, half asleep, at the call
Of your youngest and drowsily take
Your disturber in arms and then—step on a tack,
On the instant you're rudely awake.

That the man in you aches for a scrap,

And will go any limit to smash and destroy

The point that has punctured your nap.

So, in business, in love, or in war—it's the same;

The point of success you may lack,

And that point is the point that is known to the wise

As the much-needed point of a (t)tack.



Winning Articles on "Why it Pays to Trade With Local Merchants"

Hamp Williams, of Hot Springs, Ark., takes first prize of \$200 in The Delineator Contest--Winning articles soon available for use of merchants

By Ben Greely

THE prize winning articles have been prepared in a

special port-folio for retail

They can be used locally in

many ways and by their use

you can convey a message to

your people that will have ten

times as much weight as if it

were put in your own words.

The complete set of prize win-

ning articles, together with de-

tailed instructions on how to

use them will be sent for 25c.

to partly cover cost of printing,

Write to Ben Greely, Editor Good Hardware

packing and mailing.

merchants.

To stimulate interest in the home merchant, to make people find out for themselves that it is good business to buy at the local

retail store. The Delineator recently offered \$500.oo in prizes for the best articles on the subject. "Why It Pays to Trade with Local Merchants."

The Delineator spread the news about this contest throughout the country and contributions to the contest came in from hun-

dreds of cities, towns and villages. The Business Men's Association in some towns gave special prizes for the best local effort; jobbers, retailers, boards of trade, chambers of commerce and other individuals and associations gave wide publicity to the contest so that retail merchants everywhere might reap the benefit that comes of a realization of the service that the local merchant performs.

In the thousands of places where this contest was taken up people have looked into the subject and have found out for themselves, "Why it pays to trade

with local merchants." And a person usually remembers the things he learns on his own account.

Merchants will remember The

Delineator as the great household magazine that has barred all mail order advertising from its columns and that accepts only the advertising of merchandise sold through retail

stores.

This contest is part of The Delineator's program of

munity Development-of cooperating with the retail merchant in building up his business and the community that he serves.

Hamp Williams, of Hot Springs, Ark., is winner of the first prize of \$200. To Ralph Boal, of Indianapolis, is awarded the second prize of \$100. The third prize of \$50 goes to Walter E. Schuette of of \$100. Wheeling, W. Va. The fourth prize of \$25 was won by a woman, Mrs. Anna M. Schindler of Sheridan, Wyo., who gives as her occupation, "housewife." The fifth prize of The fifth prize of \$10 was also won by a woman, Kathryn Robinson, of Tiffin, Ohio.

The other 23 winners of \$5 prizes are: Dr. L. C. Oyster, Lumberport, W. Va.; Edward Fel-

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gate, Higginsville, Mo.; Robert A. Turner, Denver, Colo.; Miss Nellie Davey, Barnesville, O.; George J. Skinner, Middletown, N. Y.; Mrs. Florence Reasoner, Peru, Ind.; Walter J. Schaffner, Wheeling, W. Va.; Miss Dorothy Vernon Baxter, Sherman, Tex.; F. Rees Woolford, Chattanooga, Tenn.; Miss Edna F. Harper, Concordia, Kan.; Herny Bitschenauer, Ashland, Wis.; J. P. Hildreth, Toledo, Ohio.; S. C. White, Mc-

Connellsville, Ohio; Mrs. W. W. Jackson, Jr., Jonesboro, Ark.; Madeleine M. Davis, Terre Haute, Ind.; Helen Edwards, Helena, Ark.; E. B. Schooley, Effingham, Ill.; Mrs. Dan O. Puryear, Algoma, Miss.; Mrs. J. W. Meek, Camden, Ark.; Robert M. Feeley, Weston, W. Va.; Miss Annie N. Schilling, Mobile, Ala.; Mrs. W. E. Adair, Newton, Kan.; A. C. Walker, Orangeburg, S. C.

The best two articles follow:

Trade With Your Local Merchant —It Pays!

By Hamp Williams

THERE is a principle involved in every transaction, and that principle should be observed. There is a right and wrong position to take. If it is right for the consumers to send their money to the catalog houses for their merchandise, they should do so, but if it is wrong, they should not do it.

I will take for an example one of our hardware merchants in Hot Springs to prove that people should buy from their home merchants instead of sending their money away. In the twenty-four years he has been in business, he has introduced and sold a great many mowers and rakes on one, two and three years' time, which encouraged the farmers to increase their meadows and make

the cost of the mower in hay before they had to pay for it.

He has sold more than a thousand twohorse wagons at \$10.00 down and \$10.00 per month to men who had teams and no wagons and not enough money to pay all down for a new one. They were enabled to make the wagon pay for itself as the payments came due.

When the government farm demonstrator was trying to introduce hog cholera serum into this country to prevent hog cholera, it was a difficult matter to get the farmers to send away for it, and this man kept it in stock and furnished it to the farmers exactly at cost in order to get them to use it and save their hogs, which they did.

Labor-Saving Devices

He was the first man to introduce commercial fertilizer into this section, and was also the

first to introduce two-horse cultivators and was told at the time by some that he was doing the country a great injury by selling





Drawn by GEORGE SHANKS

What Young Brown the Hardware Man Dreamt the Night Before His First Special Sale

Ye Olde Hardware Store is Still Going Strong

One of the oldest establishments in America, founded in New Haven in 1784, has never been sold and has grown steadily

By H. Aikman

BACK in 1784, when Yale University was still in her early teens, she had a rival in her little, New England, country village. New Haven's sons looked to Yale for their education, but for their pocket-knives, the axes to chop their wood, the pewter tankards from which to drink their ale, and the numerous other necessities and luxuries of those days, they depended on "Ye Olde Hardware Store," probably the oldest institution of its kind in

the country, which is still in existence and doing a flourishing business.

George K. Bassett is now running the shop which his business ancestors founded 136 years ago and through all the intervening years, the business has never once been sold out. From father to son, from senior partner to junior partner, it has been handed down but a surviving partner has always carried it on.

The business has grown and



Ye Olde Hardware Store as it looked back in Colonial Days when Titus Street started the business

grown. The little wooden building in which it started is but a memory and its successor, through repeated additions and enlargements, now occupies a large plot of ground. But though the store has turned its attention to the extending of several special lines, it has never lost its general character and its name is still a synonym for one of the most complete hardware stocks in the country.

Started in 1784 by a young man named Titus Street, for a number of years "Ye Olde Hardware Store" was known by his name. In 1792, Mr. Street took as a partner, Samuel Hughes, the firm name becoming Street & Hughes. This was changed in 1821 to S. Hughes & Son, in 1838 to E. B. M. Hughes, in 1855 to John E. Bassett & Co., and in 1889 it was incorporated to The John E. Bassett & Co.

The oldest possession of the company and the one of which it is most proud is "The Ledger of Titus Street" which dates back to the year the store was founded. Not so big as the ledgers nowadays, in stiff leather bindings, worn soft and dark in color by age and handling, it has lost none of its legibility. All the transactions appear in pounds, shillings and pence and the index is in illuminated letters. In it may be found the names of all the prominent people of New Haven at that



As it grew older this ancient hardware store grew in size as well

period. Another relic in the store is the old safe or "strong box" which has an equally interesting history.

A feature in the success of the business has always been its unique methods of advertising which have been described in an earlier issue of GOOD HARDWARE.

War Secret Revealed

Red Cross Canteener: "And while you were in Ireland did you kiss the Blarney Stone?"

The Returned Hero: "No, but I kissed several who had."

He Did

"Where did you get these cigars?"
"A friend of mine sent them up from Cuba."

"Your friend certainly knows the ropes down there."—The Siren.

Simple Rack Sells Kitchen Utensils

NTIL recently Minard & Co., Elma, Wash., carried their stock of aluminum ware and other kitchen goods on shelves along the sides of the store. This was a good way to "carry" the stock all right, but the manager was not satisfied with the display that this class of goods received. So he had a couple of narrow tables built like that shown in the illustration. They had to be narrow because the store is narrow.

The tables are made in sections, so that the height can be regulated. It is simply like putting one table on top of another until the proper height is reached. These tables give a lot of display space and besides that are so situated in the store that they can not be missed by the customer.

People waiting for change or for a salesman, walk around the tables and are therefore kept from getting impatient, often buying something on display.

Poor Memories

"Dearest Alice," he wrote, "I have forgotten whether you said 'yes' or 'no' to my proposal of marriage, at the dance yesterday evening. Please advise me.

Affectionately,

CHARLES."

"Dear Charles," she replied, "I said 'no' to some one yesterday evening at the dance but forget just now who it was.

Cordially.

ALICE."



Minard & Co. sell more cooking utensils since they have used fixtures like this one for display

Two Good Ideas for Using Blackboard

A merchant in a town in Michigan has made his store just a little bit more useful to his



Out-of-town customers register on the blackboard in the store and messages are entered under their names

community by putting up a blackboard in the store on which calls and messages for customers are registered.

As soon as an out-of-town customer gets to town he goes right over to the store and puts his name on the blackboard. People in town who want to see this man then phone in their message to a clerk in the store who writes it opposite his name. Or, as is often the case, they stop around to the store to see who is in town and write their own messages. The saving in time, trouble and misunderstanding which this plan effects is obvious to everyone.

It can be started by either putting up your blackboard and telling your customers of your plan and letting them spread the news to their friends and acquaintances, or you can adopt the quicker and better method of announcing your plan by advertising in your local paper and notifying your customers by letter.

Little services of this kind will help to make people wonder whether the local merchant isn't the best friend of the community after all.

Starts Day at Night

Another dealer uses a blackboard effectively for a different purpose.

Every night before closing hisstore he writes on the slate what he wants his clerks to do first thing in the morning and when he arrives his instructions have already been carried out.

Sometimes the item will refer to a job around the store that must be done early in the day. Sometimes it will direct the delivery of an order to a customer who wants the goods early.

"Starting his day at night," this hardware dealer calls the scheme, and he adds that it eliminates the excuse, "There was nothing for us to do," from his clerks.



The merchant writes at night what clerks are to do in the morning

Digitized by

The Tools of Their Trades No. 2

The Dentist

By Foster Ware

Illustrated by J. H. Litchfield

THE dentist is primarily a plugger. Because of this he manages to keep happy while leading a hand to mouth existence.

Some dentists succeed because they have a pull, but most of the

time they bore us. The best way to keep from being bored by a dentist is to arm yourself with a toothbrush, but even this makes a poor weapon of defence unless Nature in on your side. Sooner or later you are sure to bring up

face to face with a dentist, with your lower jaw sagging and the odds all against you.

It is then that the boring begins.

Most dentists are natural bores,
but for fear you won't concede
their supremacy in this department they proceed to drill it into
you. They have a dazzling array
of tools with which to do this.

The dentist with the pull relies chiefly on the forceps. The boresome dentist puts his fist in your mouth and his faith in his drill and hammers away. If you don't like it you have only to say so—afterward.

Laughing gas is carried by most dentists as a sideline. Some administer it while you wait; others turn it on when they make out their bills. Whichever way you get it, the laugh is always on you.

You take your nerve with you when you go to the dentist. By the time he has finished boring

you, if you've got any nerve left it's not his fault nor his tools'.

Like the executioner of old, the dentist always stands up to his job. But he prefers to have his victim seated. Hence the dentist's chair. It's

his chair all right but you sit in it. This is a standing joke with the dentist. The dentist's chair is not unlike the electric chair in general appearance. The chief difference is that you can die only once in the electric chair.

If the eyes are the windows of the soul then the teeth are its open-work plumbing. Until someone invents a better way to stop the leaks and install the enamel improvements we shall probably always have to have dentists.

So grit your teeth while the gritting is good and remember the dentist's motto:

The hand is quicker than the eye-tooth.

The Man Who Owns the Auto Doesn't Want to Do the Work

Wherein an accessory customer rises on his toes and whispers a few helpful tips into the ears of the accessory dealer

By C. H. Claudy

THERE is a fool notion in the air that the majority of automobile owners are mechanics by nature who love to tinker and enjoy the use of tools, the boring of holes, the fussing over a motor. However true such an idea might have been when the automobile was young and needed a wetnurse to keep it running, it is not true today.

Most of us who drive our own cars know how to fill the tank. keep water in the radiator, pour in oil, swear at a punctured tire the while we change rims and that's about all. When we go to buy a spot-light, because we ran into a ditch once and don't want to again: or a new horn, because our old one went on the blink just as the old apple woman stopped in the middle of the street to fix her bonnet and we almost ran her down; or a muffler cutout, because we have had a lot of fouled plugs and want to know it in advance next time; we don't want to have to get down on our knees and pray to the exhaust

pipe or try to make twins of ourselves and be under the hood and the dash at the same time fitting in the noise maker. Nor do we care anything at all about qualifying for the electrical marathon by practice with wires and soldered connections of the new illuminator.

What we want is a place to go where we can pay eleven dollars and seventy-five cents and smoke a cigarette while you, the accessory dealer, put on the new doodad and let us drive away playing with it.

"But," you say, "that means I must employ a mechanic."

"Well, suppose it does? If you don't sweep out your own store, you employ a janitor. If you don't sell all the stuff that goes over your counter in person, you employ clerks. If you don't do your own bookkeeping and letter writing you employ a bookkeeper and a stenog. Why shouldn't you employ a mechanic?

"But I wouldn't have enough for him to do," you protest.



"Will you put it on,"? says I. "Oh, no," says he, "you go to a garage." So went there and bought the horn there, too.

Why wouldn't you? Listen to me, who am just a common or garden variety of motorist. I had a horn which failed to squawk when it ought to. It failed so often I decided that sixteen dollars now was better than a few hundred in damages later. So I

lars now was better than a few hundred in damages later. So I went me to a supply house and demanded the biggest

"You treeted me right, so I'll come back to you."

and the rest of my breed besides the same things at the same price that B. Jones and K. Smith sell, round the corner.

thing in horns that was guaranteed to talk when it was told to.

"Will you put it on?" I said.

"Oh, no," was the shocked reply.
"You go to a garage to have that done."

"Why," I argued, "should I buy from Jones and take my purchase to Smith to put it on, paying Smith for his trouble, when Smith will sell me the horn and give me his trouble for nothing"? So I went to a garage, and I bought the horn from the garage, too!

I bought me a spot-light. I went to three stores before I found one that had an accommodating clerk who would make the connections for me. I bought me a radiator thermometer . . . and you bet I went to the place where they kept a drill and a smile working for me.

You may not need all a mechanic's time as a mechanic right at the start. Probably your stenographer had time to chew gum and powder her nose when you

There is something fascinating about that sign, "Installed while you wait." It tells the possible purchaser that he isn't going to have any personal trouble after he buys. It informs him that you know the thing will work all right. otherwise you wouldn't put it on with the implied guarantee that it will do as you say it will. lets him know that you expect him to have a "come back" if it doesn't function properly . if you put it on you can't possibly say to him, "You didn't have it applied properly." It also lets him know that he is being saved time, a bill for installation, and the need to hunt around for some one not too busy to attend to him right away.

first hired her, and you have an

exceptional accessory emporium

if all your clerks are always busy.

But if your business is going to

grow, its going to grow because

you have something to offer me

"But where is the payment for the mechanic's t i m e coming from?" you want to know.

That's up to you. There are accessory dealers so short sighted

(Continued on page 54)

Customers Attracted to Well Lighted Garage

THE owner of the Roseville Garage has adopted the flood-light projector method of lighting up the sign covering the entrance to his establishment, with excellent results. Motorists



A flood-light projector is used to illuminate the entire front.

are attracted by the grand array of light, and as a result the Roseville Garage has impressed itself on the minds of hundreds of motorists for many miles around.

This is a departure from the old method of lighting, which would have necessitated many electric lights and a complication of wiring. The flood-light projector can be attached in any convenient position. The stream of light is regular and steady, eliminates shadows and gives a daylight effect.

Nine Types of Customers We Know

1. The Good Natured Customer: Not so easy to close as the title implies. He smiles at your efforts and laughs at your work. Smile with him, and laugh at your own expense. It helps the sale.

- 2. The Doubting Customer: The one who questions and doubts every statement you make. Printed facts and figures go a long way toward silencing this skeptic. Arm yourself with documentary evidence.
- 3. The Disputive Customer: Close kin to the argumentative type. Welcomes a dispute so he

can prove his knowledge of things. A mild form of combat pleases him. Use care not to overstep the mark.

4. The Taciturn Customer: One of the hardest types to handle. You have no way of telling by

word of mouth if you have succeeded in arousing interest. Watch the eye of this person and be less talkative than with the usual type.

- 5. The Technical Customer: Usually a professional man. To say you "guess" or "think" spells ruin when making your plea here. You must KNOW and BE SURE, with his kind.
- 6. The Impolite Customer: Rarely, if ever, encountered by the polite salesman.
- 7. The Price Customer: The person who buys price first and the article afterwards. This type is easily sold by asking him to recall some purchase where price was the only factor. Call attention to the well-known fact that "the memory of quality lingers long after price is forgotten."
- 8. The Comparative Customer: Compare article with article is the maxim of this type. When

Digitized by GOOGLE

you note the comparative prospect at work, use the same tools. Compare your goods with the other fellow's, just as this prospect does and likes to be done by.

9. The Customer Who Cannot Say "Yes:" To this type you must act as both salesman and buyer. As soon as you observe sufficient interest in your article is aroused, hand out the order blank and show the prospect where to sign.

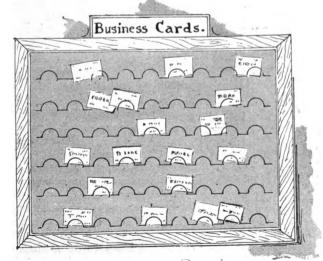
A Stunt for Pushing Door Mats

word of advertising or a good window display will sell door mats. A good display or advertising stunt is to place a door mat outside your store. Leave for a few days then shake the mud contained into a glass box placarded, "This mud was contained in a door mat allowed to remain on our door step twenty-four hours. Use a door mat to prevent dirt being tracked into your home."

Helps Customers to Get Help

IF a customer comes into the store of the Irvin, Jewell and Vinson Company, Dayton, Ohio and wants to get the name of a good plumber or a first-class painter or a paper hanger, plasterer, mason or any other kind of workman, all he has to do is to refer to the business card directory that hangs in a prominent place in the store.

The company has invited mechanics to keep several of their cards in the clips of this directory. When inquiries of this kind are made in the store, the customer can simply step over to the directory and take out one of the cards. It not only saves the salesman the trouble of trying to remember a lot of names, but it also gives the customer a chance to pick out a workman right in his own neighborhood.



A Dayton concern invites mechanics to keep their cords in this directory.

What I Learned When I Went to Buy a Stove

The adventures of a couple who found there were hardware salesmen—and hardware salesmen

By D. G. Baird

Illustrated by F. A. Hamilton

E got married on the sixteenth, and getting married means buying household goods, and that means buying hardware.

We were in urgent need of a gas range, and we went joyfully downtown and entered a popular hardware establishment where I knew we would find what we needed.

Now it so happened that gas ranges were something of which I was ignorant. I knew very little



"If it's the price you object to," he said condescendingly, "I can give you something cheap."

about gas ranges, but I knew a good deal about the price the head of a new family was able to pay after paying a month's rent in advance and buying a ton of coal; to say nothing of the other household goods.

The salesman, however, seemed to have an entirely different opinion. He began by mustering up considerable enthusiasm showing us a range that sells for nearly two hundred dollars. was a beautiful range—snowy white instead of black-and no doubt it was an excellent article. The salesman assured me that it was an unusually excellent article. In fact he seemed to think that it was the only range in the house worth buying. At least he didn't offer to show any others.

Belittled His Own Goods

I didn't doubt the salesman's word in the least. I was fully convinced that the range before me was an excellent piece of goods. But I did doubt my ability to face the grocer with any degree of assurance after paying that much for a range on which to cook his groceries.

So I demurred, much as I hated to do it in the face of such enthusiastic praise of the goods. I mustered up all the courage at my command and asked that

voluble young man whether it were not possible to buy a range for less money than that.

His answer was not very reassuring, "Oh yes," he said, a little indifferently, I thought, "if you care to take a smaller size you can save several dollars on it, but if you'll take my advice, you'll buy this one. It's by far the best

he said somewhat condescendingly, "I can give you something in a plain range at considerably less. Here's one for \$65—how's that?"

But by this time I had decided that I didn't care to buy a range of any kind in that store. I wanted a cheap stove and I didn't care to let that young man know just how "cheap" I was.



"These ranges," he said pleasantly, "are inexpensive, but substantial and will give you satisfaction." I bought one.

value for the slight difference in price." And with that he led me over to a younger brother of the big six-burner.

I reflected that a newly married couple don't need to do a great deal of cooking, and the smaller size would no doubt be large enough for us, so I meekly inquired the price of the smaller range. I was doomed to disappointment. The smaller one was only a very little cheaper than the other.

Regretfully I told the salesman that I should not buy a range just then. I had turned to leave when that young man had an inspiration.

"If it's the price you object to,"

"Well, how about one of these flat topped ones?" he asked as I turned to go, "If you want something cheap, why you can get one of these for \$31.98."

"Will these cook well?" I asked.
"Oh yes, they'll cook all right for a time."

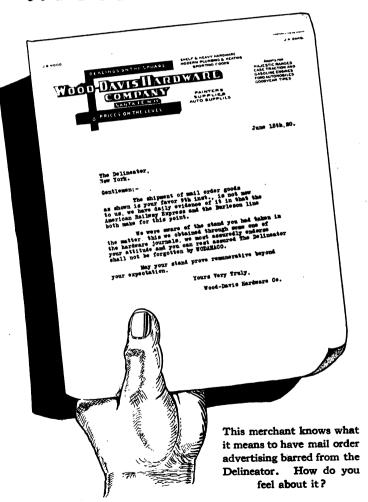
"Then what's the difference between these and the higher priced ones?"

"Oh, these aren't nearly so convenient, don't look as nice, and won't last as long. These stoves are made of cheap sheet iron, poorly put together. Now, if you'll take my advice—"

But I wouldn't. I certainly didn't care to invest a small for-

Digitized by Continued on page 50)

A Hardware Dealer wrote this letter-



THE letter on the opposite page is one of hundreds received from hardware dealers who recognize that THE DELINEATOR has done a great thing for every merchant in land by closing its columns to all mail order advertising.

Here is the letter:

"The shipment of mail order goods as shown in your favor of the 9th inst., is not new to us; we have daily evidence of it in that the American Railway Express and the Burleson line both make for this point.

"We were aware of the stand you had taken in the matter, this we obtained through some one of the hardware journals. We most assuredly endorse your attitude and you can rest assured The Delineator shall not be forgotten by WODA-HACO.

"May your stand prove remunerative beyond your expectation.

Yours Very Truly,

Wood-Davis Hardware Co.

There is no retailer, big or little who is not affected by the growing competition of the great mail order houses. Their business increases each year at a rate equalled by very few retail stores and as a result the local merchant suffers—some-

times is put out of business. At a tremendous sacrifice to itself and at a great gain to every retail merchant THE DELINEATOR has excluded all mail order advertising from its pages. It has been joined by its associate publication THE DESIGNER.

Together these publications have a circulation of 1,500,000 every month—a million and a half houses that the mail order houses can no longer reach through these great magazires. Strong, courageous and a great influence for good, THE DELINEATOR is a true and a powerful friend of the retail merchant. Its huge circulation and its policy toward merchants make it the greatest advertising medium for goods sold through retail stores.

Feature the merchandise that is advertised in THE DELINEATOR. Recommend it to manufacturers as your first choice for advertising of products that you sell-first because of its big circulation and second because all its advertising makes sales for retail stores.

Ge Delineator

The magazine that makes sales for retail merchants

America's Smallest Hardware Store in America's Largest City

Eight by ten Emporium nestled among New York skyscrapers does land office business

By David M. Davies

BECAUSE of the noise of the elevated railway just overhead, and the rumbling of trucks and wagons on the old cobbled street, it is difficult to hear the incessant jingling of Samuel Alexander's Cash register.

The sidewalks on Church Street, in down town New York, where they measure stores by the square inch are rather narrow and you almost stumble across a lot of hardware when you find yourself in front of Number 60. You would never guess how tiny the store really is by looking at the window, for the latter is fully 4 by 6 feet, well lighted and well trimmed.

There is a sign on every neat pile of articles, that bears the price, and that price proclaims it a bargain. So when you enter the dimunitive store, you are a customer and not a prospect. Here is one of the signs that stamp the store owner as one who uses keen merchandising methods:

STEEL MARKING OUTFITS for stamping initials on metals. These sets cost Uncle Sam \$5.90 in 10,000 lots Yours for \$2.79

Complete in strong box.

On the inside of this unusual establishment there is no swinging door to take up valuable floor space. The door slides up and down and is out of sight in the daytime. The store is eight feet wide by ten feet deep. The actual shopping floor space is about four by six feet. There is a counter and a cash register. The owner can practically reach everything from where he stands and knows where to lay his hand on anything called for in a twinkling. This fact alone is amazing, for there is apparently no order; hardware is piled high everywhere.

Everything a Bargain

Here is how Mr. Alexander plans his manœuvres: the window display is changed every week. Practically all the hardware shown in the window is sold at a reduced price. This is what brings the customers in. After planning the window display, the owner arranges two stacks of all window merchandise; one for the window and one for the store.

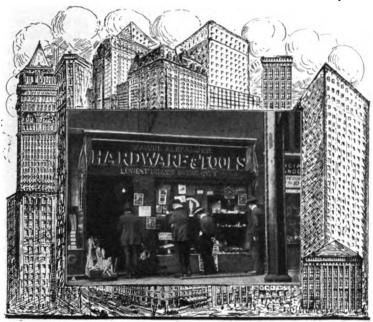
He then arranges all the "store stock" so he can reach it conveniently from where he stands at the cash register. When the stock in the store is exhausted he draws from the window, which is also easily reached. Household hardware accessories are Mr. Alexander's best sellers. Hammers, screwdrivers, household soldering outfits, can-openers, tire tools, puncture-repairing outfits, etc. Teamsters and mechanics, brokers

and bankers alike are numbered among his customers.

A person never enters to ask him for an article and has to wait while he hunts for it. He knows whether he has the thing called for in stock or not and politely offers his apology when out of anything. upstairs, for Alexander has a loft above the store where he keeps reserve stock.

A small dungeon underneath the store also carries reserve stock of heavier hardware.

Of course, this merchant does not sell stoves, heavy anvils and the like but it's safe to say that



Almost buried among the giant buildings of downtown New York is Alexander's tiny hardware store

The minute trade lets up, Alexander gets busy with his exterior displays, replenishing the stock of axe handles, etc., for he seldom has a chance to get from behind the counter.

A sign in the window reads "Keys made in two minutes."

A little bench in behind the counter is fitted up for repair work. This merchant believes in being ever-at-it. In one corner we noticed a tiny ladder leading

he has the 90% of the articles that people ask for. It is surprising to see the stock of builders' hardware he carries, and everything in the hardware line that he can conveniently show in this smallest of stores is there. The writer took particular note of the small "Card hardware" he carries—or that which is displayed on cards, such as lid knobs, padlocks, key rings, splashers, brad-awls, etc., which hang in the window.

Trade With Your Local Merchant—It Pays

(Continued from page 23)



the people fertilizers and cultivators. They contended that the Georgia stock and double shovels were the best tools for cultivation. And now there is little demand for Georgia stocks and double shovels.

He introduced and sold the first disk harrows in this section.

He manufactured, introduced and sold one of the first home canners for canning fruits and vegetables.

He has introduced many improved farm implements that have helped farmers make more money, and many household and kitchen furnishings, gas, wood and coal ranges, which have proved a blessing to hundreds of overworked women on our farms.

He has made it possible for people to look at all these things before purchasing, and when introducing, has placed his personal guarantee behind them, agreeing to take them back if not entirely satisfactory.

If these people had waited for the catalog houses to have presented and sold these improved articles to them on credit, giving them an opportunity to try them before paying, they would still be break-

ing their land with a No. 8
Avery plow and cultivating with
a double shovel and Georgia
stock. They would be cutting
their crab grass and wild grass
with scythes, and their grain
with the old-style scythe and
cradle.

A personal guarantee from a local merchant means a great deal more to the consumer than a guarantee from some catalog house in some far-distant city.

This man that I refer to has erected one of the largest and best store buildings in the city, and is a director in one of the banks, which has erected a six-story bank building. He is president of the school board, which has had put up one of the best high-school buildings in the South, and several modern ward-school buildings.

He is a good-roads advocate, and is a builder. He is now erecting one of the largest garage buildings in that section of the country. In addition to giving employment in his hardware business to the heads of twenty-five or more families who are prospering, he is making room for still more. The profits on the merchandise he sells go to paying salaries, to charity, to the erection of new buildings, to the improving of streets, roads and





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schools. His state and county taxes amount to more than \$3.000, besides his income tax. and it is estimated that he pays salaries, taxes and rents amounting to \$55.000 per annum.

Suppose our people had sent all the money that has passed through his hands to catalog houses, what would we have to show for it? And this is just one of many men who have made a success of merchandising in Hot Springs. And the greater portion of their success has gone into the upbuilding of our city and country.

Helps the Community

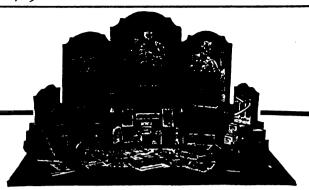
This man has been directly connected with and largely responsible for the erection of school, bank, store and residence buildings at an aggregate cost of nearly a million dollars. has given back to the city and country a service of far more value than he has taken from it, and I want to ask this question: Has it paid this community to do business with this man, or would this country have been better off had all this money been sent to the catalog houses? Can you think of a merchant in your town who has not given back to the community as much or more than he has taken from it? If you have such merchants. they are not the kind that I am referring to. How would you like to have all the merchants in your town go out of business, thereby forcing you to buy all your farm implements, wagons, hardware, stoves, ranges, drygoods, clothing, shoes, groceries, etc., from the catalog houses? Is it not a fact that a great many of our people use the local merchants for convenience and buy staple articles from them and send away for the profit-bearing goods because they think they are saving a few pennies? The truth of the whole matter is the people do not think ahead. They are trying to save a few cents today at a cost to themselves, their families, and to the communities of many thousand dollars in the future.

This man that I refer to has begged the farmers to buy improved farm implements and to improve their hogs, cattle and poultry, paint their houses and keep their wagons and implements under shelter, to raise their own feed and food, raise more sheep and goats and less dogs, and is now helping to establish a marketing place and cotton yard, so the farmers may have a place to store their cotton and obtain the highest market prices for their products. Do you know of any catalog houses trying to help anybody except themselves?

Why Do They Do It?

What I want is for some one to tell me why they send their money to catalog houses for anything they can buy at home. A person who patronizes catalog houses is willing to trust strangers with his money and trust the strangers' word, and wait patiently for the goods to be shipped. One of these fellows would not think of paying a local merchant in advance for anything, neither would he take the local merchant's word, but to the contrary, he must see the article and have the local merchant's personal guarantee before he will buy it, and

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Window Display Material

Although it is too late to enter the Genco Window Display Contest and compete for the cash prizes, it is not too late to make your window sell Genco Razors for you.

The razors are advertised in the Saturday Evening Post every fourth week. There will be another full page Post Ad in the issue for December 4th.

Buy a copy on that date. Cut out the ad and fasten it to the inside of your window. If you did not feature a Genco Window last month do it this month.

Use your window to couple your store with our advertising. Make that advertising YOUR advertising—make it work for you.

If you have not received a set of Genco Window Display material write for it. Printed folders and electrotypes are also sent to Genco Dealers free.

GENEVA CUTLERY CORPORATION
161 GATES AVENUE GENEVA, N. Y.

then, to cap it all, will often ask the merchant to charge it for thirty or sixty days. Some difference!

When crop failures come, and you are out of work, who do you go to for help? Catalog houses? Who buys your produce? Who buys your pork, beef, corn and cotton? Catalog houses? Who helps pay your preacher, and helps to build church and schoolhouse? Who helps pay the taxes and who helps you or your neighbor when in distress? Catalog houses? They would laugh you to scorn if you should ask them for assistance. Your local mer-

chant, as a rule, has a family of boys and girls, and his employees also have boys and girls, and these boys and girls marry in your community. Have you ever seen any catalog house boys and girls? Your boys and girls would remain single until they were as old as Methuselah if they had to wait for catalog houses to send them a companion. In fact, wouldn't this country be in one hell of a fix if we had to look altogether to catalog houses for all our needs? Then why not look entirely to our home merchants to supply our many wants?

I'm Going to Give My Home Town a Chance

By Ralph Boal

Y town isn't the biggest town in the world. My town isn't the finest town in the world. But my town is a good town. I like the kind neighborliness of its citizens. I like to walk down Main Street and say "Howdy" to Pap Jones, the hardware man, and pass the time of day with Lafe Hennessy, the druggist.

I like the young people in my town, from the apple-cheeked toddlers starting out to kindergarten to the young chaps starting out to conquer the world.

Sometimes I have a vision of my town—the town that it could be and should be. The streets are broad and well paved; the playgrounds and schools are as perfect as man can make them, the civic buildings are imposing in architecture and appointments. There are beautiful parks and playgrounds for the children.

In this town there is no looking to the outside for opportunity. The siren song of the big city has no lure for the young folks. They know that the big chance is here. It lies in the industries supported by the town.

How am I going to help make this vision come true? What am I going to do for the home town?

I'll tell you what I am going to do. I'm going to make my dollars stay at home and work to make this vision come true. When my money goes to New York or Chicago to the big mail order houses, it's gone for good. Homeburg sees it no more.

When I spend it in Homeburg, part of it comes back to me. It comes back in increased opportunities here at home. It comes

Perhaps the first thing a woman notices when she comes in to buy a stove is its appearance. If it doesn't strike her fancy for beauty and practicability, she does not care to look at it further.



Nesco Perfect Oil Cook Stoves

The general appearance of this stove is excellent. The first impression is "it's a beauty."

The japanning is splendid in color, in finish, and in work-manship. The shape is very graceful. The straight legs at once appeal for sturdiness and because they do not spread at the feet causing tripping. The stove holes are round (purposely so) and are set well forward so as to give more room at the back of the stove. The



Oil Cook Stoves are easy to sell because they produce a very favorable impression right at the start.

The operation features are so good that they clinch the sale.

A pretty good stove for you to sell, isn't it?

Place orders now for your 1921 requirements. Your jobber will be able to take care of you.

Ask for Catalogue No. 29

back in the increased well-being of my neighbors and town. It helps Pap Jones and Lafe Hennessy keep better stocks and put in new store fronts. It brings things I need right under my fingers instead of three days' journey away. Pap and Lafe are four-square merchants and they deserve all the success they can get. When I deal with them I get their personal advice and suggestion instead of a printed direction sheet.

My dollars and my neighbors' dollars spent right here in Homeburg will create opportunities the younger generation is looking for. Instead of the high bookkeeper's stool in the big city, they will find openings here. The town will not be sapped of its young blood if I can help it.

I will not barter the future of my town for a ten per cent savings on a cook-stove bought from a catalogue. No, nor for a fifty per cent. Even if I were sure of making these savings, which I am not, I would not feel that it was fair to Homeburg.

It certainly wouldn't be fair to Pap, good old scout. If I bought the stove from him he would spend half the the morning with the Missus and me, just to see that we got exactly what we wanted and then he'd send a man out to see that it was put up right. You can't get that kind of service out of a catalogue. Indeed not!

Then take Lafe Hennessy. His light is going all the time. He is ready for all emergencies, from croup to pneumonia. Am I going to call on him for a quarter's worth of paregoric when the kid has a tummy ache and send

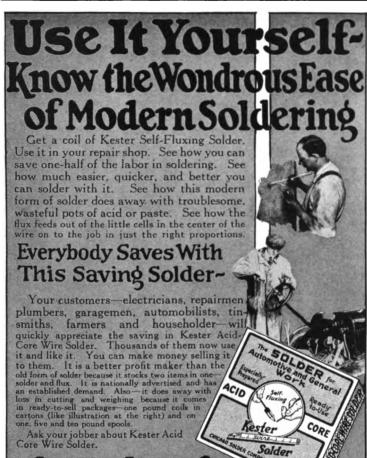
away when I want a three dollar hot water bottle? Am I going to call on him when I need him and throw him down when he needs me?

No, sir, I am not. I am going to give him a chance. I am going to give my town a chance. I am going to give him a chance because its just a common everyday square deal and he deserves it. I am going to give my town a chance because its good citizenship and good business.

There are ten thousand Homeburgs in the United States and tens of thousands of Homeburgians. We all face this big problem. When we send money away from Homeburg we send prosperity away from Homeburg. Are we going to continue to do so? Are we going to let Homeburg streets remain clay holes, its stores relics of dark ages, its schools and civic buildings jests? Are we going to let our youths drift away, because Homeburg offers no future?

No, a thousand times no! We are going to support our local merchants. We are going to patronize the men who have had faith enough in our town to establish themselves in it. We are going to buy from the men who put their merchandise out where we can see it before we buy, who stand back of each sale with their personal reputation and guarantee "Satisfaction or your money back" and who are always ready to personally see that we are satisfied.

We are going to spend our money at home because we want it to stay at home, so that we can all say, "Homeburg is the finest town in the world."



CHICAGO SOLDER Co. CHICAGO. U.S.A.

Kester Acid-Core Wire Solder

As Easy to Sellas a Box of Tacks

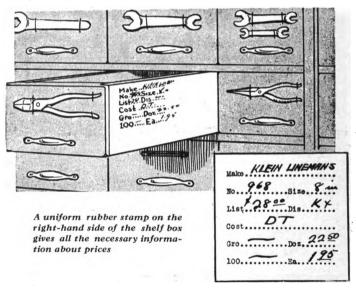
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A Plan for Marking Goods in Shelf **Boxes**

EVERY shelf box in the Foster-Farrar store, Northampton, Mass., has a uniform marking that covers all the information that any salesman or the proprietor needs to know about the merchandise which he is selling.

A rubber stamp was made that gives the make, manufacturer's number, size, list price, discount, cost, price per gross, dozen,

hundred, and each. This is stamped on the right hand side of every shelf box, and on every original box when the goods are not kept in the drawers. It gives a uniform and simple method of marking merchandise and saves the vast amount of time often consumed in looking up a dozen price or a hundred price in the price book while the customer waits impatiently.



Didn't Follow Father

A youthful poacher was brought into court for the sixth time charged with poaching. His father was present awaiting the result anxiously, and the magistrate determined to appeal to him.
"This boy of yours," he said, "has

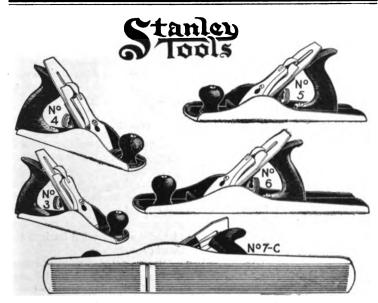
been charged so often with poaching that I'm tired of seeing him here.

"Can't be as tired as I am of seein" 'im 'ere, sir!" said the father.

"Then why don't you teach him better? Show him the right way and then he won't be coming here!"

"I have showed him the right way," was the reply. "But the young fool's got no sense! He always gets caught!"

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Bailey Iron Planes

The standard for more than fifty years

Made by the most skilled Plane makers in the world

THE average Carpenter invariably demands a "Bailey." He learned his trade by their use as did his father before him. You never have to "carry over" a "Bailey" Plane. They are always in demand and constitute one of the most staple articles a Hardware Dealer stocks.

Improvements are constantly being made in their manufacture, tending to make them daily more popular and more sought after by discriminating Carpenters and Mechanics.

Always insist that your order be filled with Planes made by THE STANLEY RULE & LEVEL CO., which carry with them a GUAR-ANTEE backed by a Company that has been manufacturing Carpenters' and Mechanics' tools for over half a century.

MANUFACTURED BY

THE STANLEY RULE & LEVEL PLANT.

NEW BRITAIN, CONN. U.S.A.

What I Learned When I Went to Buy a Stove

(Continued from page 35)

tune in a gas range, and I didn't care to spend thirty-some-odd dollars for a stove made of cheap sheet iron poorly put together. I would ask the bride to go to the basement and cook on the landlord's laundry plate first.

But of course that would never do. I was passing another store just a block or so from the one I had left, and there in the window were a number of gas ranges of different styles and sizes and with a card giving the prices.

For a moment I hesitated. Then thinking that the clerks in this store would not know how I had been humiliated in the other, I entered and again announced the fact that I wanted a gas range.

Another Variety

And I was glad I did. My spirits began to rise with the first word from the clerk.

"Yes sir!" he said pleasantly when I told him what I wanted. "Now here," he went on as he began pointing out ranges of all styles and sizes, "here is a range that is an excellent value for \$62.35. This has four burners and a pilot light, is so high, occupies so many inches floor space, has a so many inch oven—" (I don't remember all the figures).

"If you prefer a smaller size," he went on, "I can, of course, give you a better price; or if you want something plain but substantial, these small ranges with oven underneath are very inexpensive."

I bought a range. Furthermore, I got confidential with that salesman. He was so pleasant and seemed to know so well just what I wanted, I felt that I could talk freely with him. And I did.

"Tell me," I said, "why you didn't try harder to sell me the more expensive range. It would have been to your advantage to do so, wouldn't it?"

Watched Their Eyes

"I saw at once," he replied, "that you were not interested in the expensive ones. As soon as we approached the ranges your eyes turned to the inexpensive ones, and when I mentioned the others you merely glanced at them and turned your attention back to the small ones.

"You wanted an inexpensive range. By putting forth some effort, I might have talked you into buying the expensive one, but you wouldn't have been satisfied. You would have gone home and told the wife and she would have complained about the price —no doubt you had reached some agreement about that before you started out-and neither of you would have cared to come to this store again for fear we would again talk you into buying something that you didn't feel able to buy just at the time. That would have been more to our disadvantage than selling you the expensive range would have been to our advantage."

I bought other hardware and asked that salesman a lot of questions. He was very nice and obliging through it all and gave me these additional points on his ideas of salesmanship.

"I don't think it a very good plan to try to sell the highest priced goods first. If one does

This Hinge is Made for Hard Wear and Long Service



The new Lawson No. 800 Floor Hinge is the lightest floor hinge on the market, AND—

It stands the gaff!

WHY?

Because it is constructed scientifically, strong where strength is needed, friction eliminated where the wear comes.

Result—light construction combined with greater strength and longer service.

Made with square bevel-edge reversible side plates, all standard finishes.

It is meeting with a steadily increasing demand from contractors and architects. This means large sales and quick turn over for dealers.

Write today for illustrated catalog describing in detail this and other styles of Lawson Hinges, for residence, office and factory doors, gates, etc.

Lawson Manufacturing Co.

Dept. 7799

230 W. Superior St.

CHICAGO, ILL.

Eastern Representative
John H. Graham & Co.
113 Chambers St., 95 Reade St.
New York City

Pacific Coast Representative
C. N. & F. W. Jonas
Seattle, San Francisco
Los Angeles

that the customer feels that he is simply trying to get all the money he can out of him. Then when the salesman has to come down to the cheaper goods, the customer doesn't care for them, having been persuaded that the others are far superior to them, and he feels a little ashamed, maybe, to buy them anyway.

"I always show my goods first both expensive and inexpensive. Then I can see at once which the customer is more interested in.

He Hardens

"Not that I don't make any effort to sell a customer something a little better than he had in mind. I frequently do. But not too much better. Shock a customer with a high price right off and he will begin to harden. One can just see the lines about his mouth tighten, and he begins to draw himself in and to prepare for a strong defensive. Then when the clerk brings out the less expensive goods the customer feels that they are poor quality and if he can't have the best-which he isn't willing to pay the price forhe won't get any at all.

"The main thing, in my opinion, is to show goods, watch the customer, and make helpful suggestions when you see what suggestions are likely to be helpful."

I told him that the salesman in the other store had said that the small range was made of poor material and also poorly constructed.

He shrugged his shoulders and smiled. He didn't say a thing against the other man's goods, but he did assure me that if I found that the range that I had just bought was made of poor materials or poorly constructed I might return it at any time and exchange it or get my money back.

Salesmen—and Salesmen

The cheap range is doing excellent work and I have full confidence in it because I have confidence in the man who sold it.

As I said in the beginning, the gentleman to whom I first went is no doubt an excellent salesman. But when I need other hardware from time to time I don't go to him. He would probably try to sell me exceptionally good articles at a price that I would not be prepared to pay. The salesman from whom I bought the range seems to know just what I want and I never feel embarrassed when I buy a cheap article from him.

Say "It's Useful"

▲ HARDWARE store that has built up a big and profitable holiday trade always features "use-fulness" in the articles it offers as suggestions for Christmas gifts. This idea is strongly expressed in one of the advertisements run last year, which read in part:

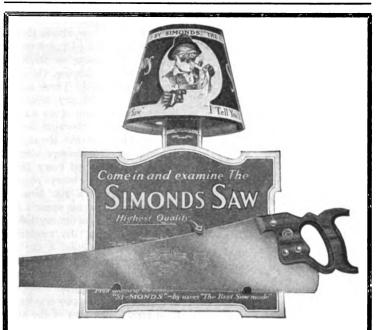
"In your Christmas giving this year give only sensible, worthwhile presents. These are practical times. Buy wisely; give wisely; give useful gifts. Consider how the gift you give this year will be looked upon a year hence. How will it prove in the test of time-of daily usage?

"You won't have to apologize to yourself later if you make your Christmas purchases from among the useful gifts at this big store.'



High prices tend to relieve the country-of a lot of money.





Uncle Si Keeps Moving

This popular trade character so well and favorably known by thousands of carpenters, is pictured on the transparent shade of the display fixture shown above. The shade is about 12 inches in diameter and revolves slowly, due to the action of the heat from an incandescent lamp which can be connected in any store equipped with electricity.

Nothing Like Motion to Catch the Eye

Uncle Si invites the person who stops to look, to stop also to see the goods in your store.

One of these revolving shades sent free with your Simonds Saw order or shipped direct on request.

Simonds Manufacturing Co.

5 Factories

"The Saw Makers"
Fitchburg, Mass.

12 Branches

Digitized by GOOGIC

The Man Who Owns the Auto Doesn't Want to Do the Work

(Continued from page 31)

as to sell simple installations with such as "In box, five dollars, installed seven dollars." If you must make a charge for your mechanic's time (and on some installations, such, for instance a parking light or a muffler cut-out which really do take some time, this is quite proper), have your sign read "Noisy-Noise Cut-Out, only fourteen dollars installed." Don't publish two prices. If you sell to the chap who wants to install it himself, he'll ask you "how much if I put it on" and you can then gladden his heart by taking off your installation price.

But simple installations such as motor-meters, spot-lights, pedalextensions, permanent tire gauges, oil-can holders, horns, tire-covers, chains and such things, should be put on as if it were your pleasure. Especially chains. Most people buy chains when it is suddenly slippery, just as they buy umbrellas and overshoes when it is raining. Putting on new chains is a mean, hard, job. Have a mechanic do it, quickly, easily, then and there, and you not only make a pleased customer but you avoid that nightmare, the customer who comes back and savs the chains don't fit. Most chains are tight when new . . . half an hour's running and they go on easily. The next time Friend Customer puts them on he won't have any trouble and you will escape his wrath.

The modern accessory shop is built on just such attentions.

With the multiplication of competition, the fellow who is always ready to say, "Can I put it on for you,"? is the fellow we think of. we who do the buying, the next time we're in need. There is one accessory man in my neighborhood whom I go out of my way to buy from, merely because during one of those terrific streaks of ill-luck and dirty motors when a spark plug goes bad every three days, he put in every plug I I didn't ask him to bought. . . he got out his wrench and his pliers when I got out my dollar.

Think it over. By rendering service you can build a custom that can't be taken away from you and there is no business in the world which has greater opportunities to add a happy service to good goods than that of the auto accessory dealer. Finally, never forget that I have owned cars for years and will go on owning them.

Make me a satisfied customer today and I'll buy from you to the end of my automobile career . . . and the customer who comes back is the backbone of any growing business.

Baby Fences Good for Window Display

J. SCHWERTNER, retail hardware merchant, of Cleveland, Ohio, uses a couple of baby fences as a background for his display window—stretched out just as when they are placed across the front porch to keep the kiddies in. The fences make a practical background; they are in stock and don't cost anything; and they also advertise an article that is for sale inside.



THE price of "PENNSYL-VANIA" QUALITY Lawn Mowers is based on the cost of materials, bought and paid for during the last four months, and what we will pay for further supplies on these unfilled contracts, plus the cost of labor.

As we can look for no reduction in the cost of making our product within the next six months, and as we have on our order books a larger quantity of unfilled orders, than we were able to turn out in the past twelve months, we have no hesitation in guaranteeing that there will be no lower prices of "PENNSYL-VANIA" QUALITY Mowers before July 1, 1921.



Household Devices Mean Large Orders

(Continued from page 11)

machines, out of a possible thirtysix cases but one came back—and that on account of the credit terms the patron wished.

All towns do not have well-known street names. Other merchants resort to practical plans to acquaint prospects with the names of friends who are users. Here is one incident:

"What is that little red book you are writing in, Mack?" a hardware man in Wisconsin asked of his salesman, a fellow who was selling on a commission and salary basis after frantic attempts to keep the salary up with his sales.

"Range customers."

"What sort of scheme is that? You seem to get away with it, whatever it is." Then the salesman brought over the book and explained an unusual plan; one decidedly practical for the small town, nevertheless.

According to their Church

"I keep my customers listed according to their church denominations."

"What in thunder do you do that for? That's a new one."

"Well," explained the salesman, "I found out one day that Mrs. Biglow had looked at a range in the home of a Mrs.—— let me see—Roseborg. Said she had talked about it one evening coming from prayer meeting. I decided that there was my chance—women meet and get acquainted at church affairs."

"Not bad at that."

"So here is the list for the Methodists. Here's another for the Baptists. And so on right

through the town as far as I can locate the buyers. Many of them I know. I asked my wife about some that I took down from the book record that we have to keep track of the serial numbers for the She knows them all, factory. believe me. That gave me a start. Now, by a little questioning, I get them placed. And if you think it doesn't pay just try telling a woman that some church member has one. I find people a bit clannish about their church matters. and it helps the case. In Milwaukee we used to list the names and addresses, but this is the thing for this town."

Clever Window Idea

"Well, your sales are showing it—pays to use your noodle, eh?"

People like to get close to the merchandise. And if they come inside of a store that is easily done. But they don't all come inside.

Schlueter's, a large seller of household hardware and devices in Oakland, Calif., has made it possible for people on the street to get very close indeed to articles shown in his window. This increases the number of prospects which the store reaches every day.

The plate glass windows, the one in the front and the smaller one in the entrance on the side of the store are framed so that they slide out in grooves. The platform of the window is easily taken down. That leaves a white tiled window base but three inches above the sidewalk level.

On this are placed the articles to be demonstrated. The one shown is a range and heater exhibit. One heater is going and the warm air, while it does not heat up the entire out-of-doors,

Digitized by GOOGLC

STEEL Letters and Figures

Machine Made

Roman Style



Hand Made

Gothic Style

Extensively used and best adapted for Stamping Soft Steel, Mild Steel, Wrought Iron, Malleable Iron, Brass, Tin, Zinc, Wood. Aluminum, etc. Made of carefully drawn steel, hardened and tempered. For ordinary stamping they should last indefinitely. Each set packed in a neat wooden box with separate spaces for every character.

Manufactured by NEW YORK STENCIL WORKS, BROOKLYN, N. Y.

Address all communications to

WIEBUSCH & HILGER, Ltd.

Sales Representatives

106-110 Lafayette St.

NEW YORK, N. Y.

seems welcome to the people who have on their street wraps. It has its selling force. This stops hundreds who might have taken a hasty look and passed on. While they do not all become customers it does give the store a good number of prospects. As soon as a couple or a woman is seen to stop a salesman steps out and talks to them.

When summer or spring arrives the space is used for washers. There is a machine all connected with the "juice." At one side is a push button, placed out of reach of the inquisitive boy. Above it reads this sign:

PUSH THE BUTTON START THE MACHINE

Now, it is the most natural thing in the world for a woman to do that—especially if she has no machine of her own. She pushes the button. The machine starts. And she steps near to peer in to "see how it works." When she has pushed that button she has done something else not advertised by the sign. She has turned on an electric light, back in the store. That is a signal for a salesman to step out to the front and explain the machine—and, what is more important, get the name and address of the party who has looked.

Another thing that helps sales is to get the woman to tell her troubles with her old machine or her old-fashioned way of doing the family washing. By her doing that she sells herself on the idea. It's a matter of hooking up.

The merchant who wishes to cash in to the limit on such devices will do well to consider this

Digitized by GOOGLE

window plan—especially if he is planning to remodel his store front or to build.

Another thing that Schlueter's does is to make of each one of its seven light delivery cars a moving billboard. On both sides of each car is a painted sign in colors that

mentions and illustrates some one article. Mostly these are seasonable. As the cars flit around they immediately identify the store with that particular class of goods. If a car backs up to Mrs. Brown's to deliver goods its sides advertise to the neighbors.

Profiteering Bogey Run to Earth

Buying at Home justified by expert after investigating charges made against merchants in a New York State town

By W. T. Whitehead

Buying at home was given quite a boost in a city in upper New York State recently when the merchants of that city attended a conference at the invitation of the Chamber of Commerce, and heard themselves absolved of the charge that they were profiteering.

During the past summer there had been complaints from the buying public to the City Manager to the effect that the people were being filched and that it was possible to buy commodities and foodstuffs cheaper in adjacent cities.

Complaints arrived in such numbers that he had to take notice, no matter how kindly he felt toward the merchants. He conferred with the president of the Chamber of Commerce, who said:

"Let's prove or disprove it. Let us bring in a field expert in this work. Let him shop in the cities which are our nearest rivals. If he can actually buy cheaper in those cities than he can here, then our merchants are not doing right; we will have no right to advise our citizens to buy at home."

Field Expert Employed

The plan was carried out. Early in September, a field expert was employed to shop in four nearby cities. He was told the purpose of the investigation. About a month later the Merchants' Association was invited to attend in a body a banquet and conference. When the banquet had gone its way from soup to cigars, the secretary of the Chamber took the floor.

"Gentlemen," he said, "you have been investigated for the past five weeks. You have been accused of profiteering. The Chamber of Commerce has employed an expert from California, to ascertain whether you were or not."

What He Found

He then introduced the investigator who read his report. That gentleman said he had bought a well-known brand of flour at \$1.90 a bag in an adjacent town. Another store in the same city had advertised at \$2.10 a bag; still another city on the same day was selling the same flour at \$1.85 to \$2.00 a bag.

In another city it was the same. while in this town it was offered at from \$1.83 to \$1.00 a bag. "Taking the low figure, you will note the flour was actually lower here, while if you overlook the \$1.83 merchant here and look to the \$1.90 fellow in your neighbor city, you will get the opposite."

Of clothing prices in the three other cities, he said, "One welladvertised brand is selling for \$65 and \$55; while in this town it costs \$45. The same variation of prices applies to standard

make shoes."

In women's apparel, there was less standardization than in men's: it was harder to get at conclusions, but in the end there was hardly any difference.

The Californian ran the gamut of necessities, food and clothing, showing in the end that citizens of this city had every reason to continue buying at home.

He wound up by saying: "There is no reason in the world why any man or woman should leave this town to shop in any one of the three adjacent cities. You can, in good faith, advise your townsfolk to continue to buy at home."

Just an Accident

John Helferwork, Happy Hawkins' hired man, was being examined preparatory to taking out an insurance policy.

"Ever had any accidents?" asked

the doctor.

"Nope. "Never had an accident in your

life?"

"Nope, 'cept maybe last spring when Happy's bull threw me over the corn crib."

"Don't you call that an accident?" "Gosh, no! He did it on purpose."

Prompt Shipment on Auto Pliers

Here's an automobile accessory for which the demand is always steady and we are prepared to make prompt shipment.



They are lorged from the finest quality of steel and are sold with a Cronk guarantee. The slip guarantee. The slip joint makes them adjustsolution makes them adjust-able for small or large sise nuts, bolts, etc. And they are packed in indi-vidual three-color boxes which make an attractive display and catch the motorist's eye.

Order Cronk's Slip Joint Pliers and be assured of quick delivery. Order through your jobber.

The Cronk & Carrier Mfg. Co. Elmira, N. Y.

CAST BRASS NO RUST

to Verdon's Hose Bands—made of a special rust-proof composition metal. A permanently tight connection assured. Easily applied and so durable they can be used again and again. All sizes for hose ½, ° O. D. up to largest Suction hose. Unequalled Automobile Hose Connections. Made in Fort Plain, U. S. A. Used everywhere. If you don't know them write for samples.

WILLIAM YERDON

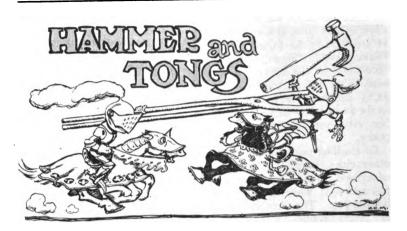
No. 4 Center St., Fort Plain, N. Y.

Marquette Rim Tool-Tire Tool-Luggage Carrier

Sold by Principal Jobbers in U.S.A.

MAROUETTE MFG. CO., Inc. St. Paul, Minnesota

Digitized by GOOGIC



Home Companion

"I know a man that has been married 30 years and he spends all his evenings at home."

"That's what I call love."
"Oh, no; it's paralysis."

Poor Mike!

Hogan: Phwat's become av Mike Rafferty?

Grogan: The poor felly mistook an auto horn for the noon whistle an' stopped wurrk crossin' the strate.

Paying For It!

A businesslike man stepped into a butcher's shop. "A piece of beef for roasting!" he ordered, briskly.

for roasting!" he ordered, briskly. The meat, mostly bone, was

thrown on the scales.

"Look here!" remonstrated the man. "You're giving me a big piece of bone!"

"Oh, no, I ain't," said the butcher, blandly. "Ye're payin' for it!"

The Contrast

Hub: It seems to me that you come to the office a good deal more than there is any occasion for.

Wife: I cannot help it, dear. Your manners in the office are so much nicer than they are at home that I really enjoy the contrast.

A Persevering Son-In-Law

A New Yorker visiting a New England village one day observed from the windows of his hotel an unusual commotion in the street.

"May I ask what is going on?" asked the New Yorker of the owner.

"We're celebrating the birthday of the oldest inhabitant, sir," said the Boniface. "She's an even hundred today."

"And tell me, who is that sadfaced little man walking by the old lady's side?"

"That, sir, is her son-in-law. He's been keeping up her life insurance for the last thirty years."

Really Fresh Butter

"City butter is so unsatisfactory dear," said Mrs. Youngbride, "I decided today that we would make our own."

"Oh, did you!" said her husband.
"Yes; I bought a churn and ordered buttermilk to be left here regularly. Won't it be nice to have really fresh butter?"

More Profiteering

"Wives are sold in the Fiji Islands for \$5 each."

"Shame, isn't it?"

"Yep," growled the grouchy bachelor, "more profiteering!"

Get a Dozen!

The young housewife, looking very pretty and workmanlike in a big, green coveralls, was cleaning out the pantry cupboard.

"Dickie," she called to her young husband, "I want you to bring me a

mouse trap home tomorrow."

"But, angel," cried the young man,
"I brought you one home only yesterday."

"I know pet," called back the young bride, "but that one has a mouse in it."

In the Restaurant

Customer: "Do you make any reduction for those in the same line of business?"

Waiter: "Yes: are you a res-

taurant keeper?"

Customer: "No—I'm a burglar."

Going Down

A diminutive but wiry Irishman applied at the dock for a job as stevedore. The foreman looked him over and told him he was too small. "Faith," said Pat, "Oi'll carry as much weight as your biggest man." So he was hired. They were loading anvils onto a boat, carrying them one by one from the dock along a narrow plank. After a few rounds Pat thought he'd show his strength so he took two anvils, one under each arm. Half way across, the plank broke under the weight and Pat hit the water. Coming to the surface he looked at the jubilant stevedores but was soon out of sight—back again to the surface and down, coming up the third time and still hanging on to the anvils. Pat hollered. "If wan of youse don't trow me a rope soon I'll drop one of these damn things!"

Not the Ranking Member

"Are you the oldest one in the family?" the census taker asked nine-year-old Alice.

"Oh, no!" she replied. "Papa and mamma are both older 'en me."

A sucker is born every minute and the oil stock schemes are just one lap ahead.



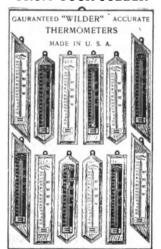
Self-Heating Iron for Your Holiday Trade

Just the right suggestion for buyers wanting something both attractive and serviceable. As simple as the old style iron and twice as easy to work with.

For prices, write your Jobber or the

Royal Self-Heating Iron Co., Big Prairie, Ohio

GET THIS ASSORTMENT FROM YOUR JOBBER



The Wilder-Pike Thermometer Co. Troy, N. Y., U. S. A.

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The Where and How of Getting Salesmen

(Continued from page 15)

voice of the faker, there is an X-Ray light that reveals everything.

George Washington once looked the pretty Ouaker widow. Dolly Todd, square in the eve and asked her this question: "Dolly, I hear that you are going to marry James Is it true?" Dolly Madison. squirmed, he-hawed, crossed her toes, twitched her lips, pulled her Ouaker bonnet down over her eyes and nervously said."No." but her eyes belied her. And to prove that the Father of His Country guessed right and that Dolly had forgotten his cherry tree experience, Dolly Todd changed her name to Dolly Madison before the summer's harvest was ripe and as the wife of the 4th President of the United States, became the liveliest mistress that has ever set the social pace for the White House.

Why He Left

Usually, I ask a salesman why he wished to leave his former house, and frequently he explains to you why he left by roasting the house, the president or the sales manager. Those we roast we sometimes flatter, depending upon who is doing the roasting. Usually his criticisms indicate clearly to you why he left, but sometimes your conclusions work just in reverse ratio to his explanations.

When a salesman tells you that he has an independent income of his own, either inherited or from his wife, he is a dangerous man to employ. Some man has wisely said that men only work from two causes—necessity or ambition.

Savers are Workers

If there is no necessity for a man to work and if he is not ambitious he seldom strains himself at his job. On the other hand. where men have worked and saved money themselves and have laid aside something for a rainy day, they often make the very best workers. The man who is economical and saving for himself, as a rule, will be careful in his expenditures of the firm's money. You may count upon the fact that the extravagant salesman-the man who does not know the value of a dollar, and who is always brokewill be just as extravagant with your money, and will usually be short of cash in his expense balance. Do not make the mistake of thinking that a man who spends his own money recklessly is going to be careful of yours. John Jacob Astor, the original, who starting life at \$50 a year, built a fortune of \$40,000,000. was once asked for a subscription:

"Your son William gave \$100,-000," said the clergyman who solicited the subscription, "surely you will give more to this worthy cause than the \$5,000 you have subscribed; you will want to do better than William."

Has a Rich Father

"Not a cent more," replied the elder Astor, "Remember William is not giving away his own money. He has a rich father."

The extravagant salesman looks upon his house as a rich papa—thinks there is no bottom to the well.

When they were boys, Daniel and Ezekiel Webster were given some money by their mother.

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"What have you done, Daniel with the money I gave you," his mother asked him a while later. "Spent it," replied Daniel.

"And what did you do with yours, Ezekiel?" asked the mother.

"Lent it to Daniel," replied Ezekiel.

How to Pay

Experience has taught that the only successful basis upon which to employ salesmen is either profit-sharing or a commission. Salesmen should always be given full credit for mail orders from their territory. If they do not receive full credit, they will attempt to have mail orders sent to their headquarters, which will result in delays and dissatisfaction. In estimating the value of a salesman, the total business that comes from his territory, both in goods sold by himself and by mail, should be taken into consideration.

An important point to cover in your arrangement with salesmen is to have their expense accounts made part of their basis of compensation. Suppose, for instance, that a salesman has a fixed drawing account and an expense account and in addition, a profit sharing arrangement at the end of the year. In estimating the cost of the salesman, the amount he has drawn and his expenses should be added together, and this should be deducted from his share of the profits or commissions. I know of a case where a house in their arrangement with a salesman ignored the expense account.

Expenses Dropped

This house employed a number of salesmen. Their average expenses



File This Better Way

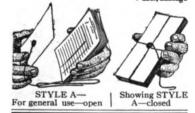
Checks—Sales of Charge Tickets— Here is a device that stops waste of rubber bands—string—tape—

filing every sort of paper slips in sheaves or packages. Protects—gives ready reference. STYLE B—Preferred where packages are long, narrow or particularly thick.

Hunt's "ALRITE" Voucher and

Holds paper firmly and conveniently in well arranged bundles—no knots to tie—nothing to break or work loose—neat and compact. Our automatic machinery makes their price surprisingly low. 187 sises made—serving every purpose—in ordering samples give sise or send samples of papers you wish to file or tie up. Simply write us on your letterhead and we will send samples and printed forms FREE.

C. E. HUNT & Co., 2025 Holden



Another Smashing Article on Salesmanship

By

Saunders Norvell

Will Appear in the January issue of

Good Hardware

were \$150 per month. When the expense account was merged into the profit-sharing arrangement the following year these expenses dropped to \$104 per month.

To sum up the matter, my whole theory, right from the beginning in employing salesmen, was to give them a just and fair arrangement that made them partners in the business as far as their own sales were concerned. The best results can not be obtained from salesmen working simply on a flat salary and an open expense account.

No Contract

If a salesman becomes dissatisfied with his house, if he is not happy in his work, then he should be free to take his departure at any time, just as the house, under reasonable conditions, when it finds it has a mis-fit in its ranks, should have the right either to change the character of work done by this man or dispense with his services altogether.

Personally, I never had a contract of any kind in my life. Once one was offered me. It was drawn up very carefully. It covered every detail. This contract was supposed to please me. When it had been carefully gone over by lawyers and thoroughly approved, I said—"Are you willing to sign this contract?"—and the other man said—"Yes." Then I answered—"I am not." "Why?"

Limits Freedom

"Because I do not believe in time contracts, and what I am not willing to grant other men, I do not ask for myself. Besides—the contract limits freedom. If you do not wish my services at any time, I am willing to depart, and whenever I am unhappy in my work, then I wish to seek another place. Let us each file this contract without signing it. It will serve the purpose of clearly outlining our state of mind on this date, but it will not bind either party."

Iust after I came into the house from the road and took the position of sales manager, others in the house interfered with my authority and my work. I went to the president of our company and entered a strenuous objection. I said—"I wish to have my work clearly outlined, and I do not want any interference." smiled president indulgently. pushed a pad toward me and answered-"Write out your duties." I wrote them out. He then said-"All right, this will be your work, but if you do anything outside of this list of duties, I will discharge vou." Then he smiled pleasantly and remarked-"How young you are. How much you have to learn. Don't you know. whenever a man builds a wall around his property, he does two things? He not only walls the other man out, but he walls himself in. If you have real abilityif you have the capacity to persuade and handle other men, then why wall yourself up? Why not take your chances of protecting your own preserves by the force of your own character? In other words, my son, do not in your life depend upon artificial supports. Do not expect to hold your own before your associates and the world by your titles or by your authority or by your ability to give orders. There is only one

NESTOR JOHNSON

North Star Tubular Racer Hockey Figure Skates



"THEY GO LIKE LIGHTNING"

Distributed by the most prominent hardware Jobbers in the country. Write for our free booklet and name of nearest distributor.

NESTOR JOHNSON MFG. CO.

1235-41 No. California Ave.

Chicago

Established 30 Years

The Razkut Paring Knife—

Shown here one-half Actual Length—is the quickest selling parer on the market.

The great popularity of this splendid parer of fruits and vegetables lies in the fact that it has a genuine safety razor blade. It cuts like a razor.

The paring is very thin; at the present price of potatoes this knife saves its cost on the very first half bushel pared.

The Razkut Paring Knife will increase your profits and it will also make friends for your store. When properly displayed on our Attractive Card it sells itself—it has the fastest turnover of any parer on the market. That is why it pays every dealer to handle it—they all re-order.

Mr. Retailer: You would better write us Today—NOW, for prices and the whole story, because it tells of Profits for you. Orders filled through jobbers.

THE RAZKUTS, 365 ELMWOOD AVE



real authority in business, and that comes from the strength of your own character and the respect for your ability, knowledge and energy that others will naturally give you because you deserve it. Nothing else really counts."

A Live Thing

A weak, inefficient man in a high place with a lot of titles passing out orders is a miserable and General Von ridiculous sight. Hindenburg said a very true thing. He remarked-"A battle is a live thing." He meant—it was like a live thing. So is business. Life evolves and develops. Life is not bound by cast-iron rules. Like the fury of a battle it changes from hour to hour. Success is only achieved in business as in battle-by constantly having a grasp on the changing conditions

and adjusting your strategy as the conditions change. When a man has reached that state where he cannot adapt himself to these changed conditions, he decays and automatically ceases to be a factor that live men need fear he's dead whether he knows it or not.

When you employ a salesman your work has just begun. You must first study him. You must know all of his peculiarities. After I have employed a man I almost always ask this question—"What is your weakness?" The answers to this question are frequently illuminating. Now while, of course, I believe in "sizing up" a man, still, you must not depend entirely upon this. Appearances are often deceptive and sometimes your own judgment may be very much at fault.



IWAN Post Hole and Well Auger, 3 to 16 inch—6, 7, 8, 9 and 10 inch are the best selling sizes.

IWAN Hercules Post Hole Digger.

IWAN Perfection Post Hole Digger.

IWAN Sickle Edge Hay Knife.

IWAN Stationary Tile Drain Cleaner.

Order from your jobber by the above names.

THE GENUINE IWAN Post Hole and Well Auger will bring you sales not possible with imitations, and they will not cost you any more. IWAN Augers are advertised in the leading farm journals. We make other hardware specialties; write for catalog.

IWAN BROTHERS.

1501 Prairie Ave., South Bend, Ind.

How the Seed Flowers

Remember, Verdi was refused admission to the Milan Conservatory by the official committee, which said he lacked ability to play and yet he became one of the world's greatest musicians; Turner, the poor barber's son, who made a million as the world's most successful landscape artist, was twice discharged from architects' offices as incompetent. You never can tell how the seed will flower.

I remember a certain attractive salesman I once hired. According to the usual "size-up" tests, he was almost a perfect specimen. He was good-looking, neat in his appearance and had a very pleasant manner. His cheeks were ruddy with health. After he spent a week in the house posting up, following my custom, I called him into my office and then casually, I asked him to tell me what he thought of our business. He dealt in glittering generalities.

No Detail Memory

His answers in a general way were satisfactory, but I began to ask him details about the line of goods on which he had been instructed-the names of the articles—the selling points—what he wanted to push first, last and all the time. Here, he fell down completely. His week in the house had simply given him a general Upon a further impression. analysis, I found this attractive fellow was entirely without a "detail memory." His general impressions were all right, but he could not get down all the facts necessary in selling. I asked him certain questions to test his He did general information. know the name of the President of

A Big Hit-

and a fast seller if displayed in the attractive self-selling carton where housekeepers can see it.

The Slipon Handle Protector

positively prevents scorched and burnt coffee pot and percolator handles, and their accompanying accidents. Rasily and quickly attached. Housekeepers buy on sight.

Order from your regular jobber

YOUNG SPECIALTY CO.

2224 Vliet St.





Note the Heart Shaped LINK

Up - to - Date Homes and Apartments are all discarding old-time, unsanitary brush and rope mats.

The Sleeth Flexible Steel Mat

is today the recognized mat for modern standards of convenience and sanitation. A perfect foot-scraper—self-cleaning—durable—attractive. Al standard lengths—special sizes to order. Write your jobber or us for prices on this nimble seller.

Fernald Mfg. Co.

North East, Pa.



This Display Sells

Set it in your window or on the counter—that's all

Handy sized 25c tube of Household Soder

Hercules Cold Soder

mends pans, repairs kitchen utensils, stops pipe leaks. Handy for the autoist. Stops leaks in gasolene tanks, cylinder cracks, radiator leaks, etc.

Simple to Use

Let this little quick seller help your turnover.

\$4.00 per 2 dozen tubes in attractive display carton. From your jobber or direct.



Hercules Products Co.

Council Bluffs

Iowa, U. S. A.

the United States, but he did not know the name of the Secretary of State, nor the Secretary of the Treasury. I asked him certain geographical questions that almost any school child could answer. He did not know. was the most surprising exhibition of ignorance I ever saw, because the man himself looked so attractive and intelligent. But he was just a pretty human shell, a watch case without any of the works! Needless to say, we could not use him as a salesman. Suppose we had signed a time contract?

From the Ranks

I have stated before that I have found men from small towns, from retail stores and from small jobbers, very successful salesmen. There is another class with which I have also had good results—

young men educated through the various stock departments of our own business. In putting this class of men on the road we, of course, have the advantage of knowing them well, often by years of contact. Almost all jobbing houses are in the largest cities and have a City Department. I have found the City Departments of the business a prolific field from which to draw good salesmen. The men in the City Department have the double advantage of being trained in the goods, in the prices and also in handling the Every City Departcustomers. ment of a jobbing house should be a training school for salesmen. Naturally, the trouble with taking men out of the house is in the fact that they think just as soon as they sign a hotel register and carry a grip that they are full fledged salesmen. They immediately wish a full sized salesman's salary. They do not realize that they are just being educated that this is just a part of their education and that good salesmanship, even at best, is a matter of slow evolution. So I put them in the "Hope Department," and after a while, when they displayed ability. they became "Family Providers." How many of my old city boys will smile as they read these lines? To-day. many of them are drawing large salaries as heads of departments.

Often Kept Hidden

Some are officers in corporations, and still others are conducting large businesses of their own. Getting young men out of your own house is not easy however, because your heads of departments often keep them hidden. They need them in their departments, and they do not want to lose them.

It is strange how we find out the genius in our business. One day on a street car a young man addressed me very politely. He was a nice-looking chap. There was something familiar about his face. I responded just to start the conversation—"How is business?" "Well," said he, "You ought to know, because I work for you." This little acquaintance led to my looking up the young fellow and finally I put him on the road, and to-day he is a rich man with a business of his own.

The Case of Dave

Then there was another case. Dave was one of the brightest boys in the office. He was always



Paint and Varnish
Brush Making by
one family makes
these Brushes
the best that
money can buy
—Ask your jobber about our
patented
brushes—

The Wooster Brush Co. Wooster, Ohio

Established 1851

on the jump, and whenever you asked him to do a thing, it was done-done quickly and done right. It was surprising how much he could tell you about what was going on in the office. but Dave was somewhat short on education. Every other word almost was "See," and he used "I seen" and "I done" to a finish. I thought about Dave and decided it was my duty to send him to school and give him a chance in the world because he was one of the brightest young fellows in our organization. So I called Dave in and laid the proposition before him of paying his salary and giving him a year or two at school. "Gee," said Dave, "that's great. I guess I can't accept de proposition, because I gets married next week. See?" So Dave got married, and I hope he is happy, and I suppose he is still saying "See" about every fifth word.

Poor Dave! How he might have profited had he read Bacon's advice when a man should marry:

"Young men not yet; an old man not at all."

My experience in a long life in active business is that the greatest waste in this country is the waste of ability-young men and women not getting their opportunity, being compelled to wear out their lives in a dull routine and sordid surroundings when, if given the chance they might win fame and fortune and by their achievements in science, in art, in engineering, in mechanical and other inventions and in business add to their country's prestige and the world's happiness.

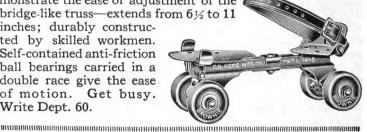
There are thousands of "Daves." who every year marry, not know-



Brownie Ball-Bearing Roller Skates

The especial features found in these skates will cinch the sale quickly and at a profit. Put a few pairs in the window and you can cash in on the response.

monstrate the ease of adjustment of the bridge-like truss—extends from 61/2 to 11 inches; durably constructed by skilled workmen. Self-contained anti-friction ball bearings carried in a double race give the ease of motion. Get busy. Write Dept. 60.



.Co.Beatrice.N <u>องทากมาการ พ.พ. สามาเกาแนนแบบกายแบบกายแบบกายกายกายกายกายกายกายกายสามากกระสบักษณาแบบทาดเกาสนานเกาสนานกายกาย</u>

Sure To Be The Record Breaking Xmas Seller

It sells as quick as it lights—and it's guaranteed to generate and light with a match.

A handsome ornament for a home—gives brilliant, radiant light—safe, too. Minus wick, chimney, smoke, smell, grease, dirt, trouble or danger.

The "NULITE" Match-Lite Lamp

Will make the finest kind of a Christmas present—and scores of your customers will be eager to buy it as soon as you stock it and display it.

For Prices, Write Your Jobber or

National Stamping and Electric Works

Chicago, U. S. A.



This wonderful generator fits
lamp, lights
quick and
sure with a
single
match.

ing the possibilities within them. Of course, we know that some people claim that genius will rise to the top, regardless. This is not true. Many naturally brilliant men and women do not push themselves forward. They are submerged, and the nation, and often civilization, is the loser.

In conclusion, I wish to suggest to some millionaire that he endow a foundation for the search of genius in our schools or in the ranks of our working people. In my review of life, the saddest thing to me is the number of people of intellect and ability I have known to have submerged, simply because all of their time was taken up earning a bare living or working long hours for an unappreciative family who take their sacrifice of a whole life as a matter of course.

When the Larder Looked Lean

A negro preacher, whose supply of hominy and bacon was running low, decided to take radical steps to impress upon his flock the necessity of contributing liberally to the church exchequer. Accordingly, at the close of the sermon he made an impressive pause, and then pro-

ceeded as follows:

"I hab found it necessary, on account ob de astringency ob de hard times an' de gineral deficiency ob de circulatin' mejum in connection wid his church, t' interduce ma new ottermatic c'lection box. It is so arranged dat a half dollah or quahtah falls on a red plush cushion without noise; a nickel will ring a small bell distinctually heard by de congregation, an' a suspendabutton, ma fellow mawtels, will fah off a pistol; so you will gov'n yo'selves accordingly. Let de c'lection now p'oceed, while I takes off ma hat an' gibs out a hymn."

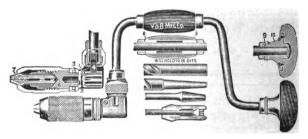
—Independent.

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Vaughan's Vanadium Supersteel Braces

Like all Vaughan & Bushnell products these braces had to be better than ordinary braces before they could carry the Vaughan Vanadium Supersteel brand. Their development remedies the imperfections in or objections to the ordinary brace.

Many tools have so-called improvements—bait for the buyer. The improvements in Vaughan's Vanadium Supersteel Braces are practical, understandable—bait for the user.



The patented key of the socket attachment is a positive remedy for troubles inseparable from end screw attachment. Between socket and frame is a patented ball bearing construction, preventing wear, reducing friction and insuring smooth ratchet working.

The Vanadium Supersteel jaws are longitudinally milled and hold securely all bits up to one-half inch in size.

Made in four numbers with from 8 to 14 inch sweeps.

Your Hardware Jobber Will Quote You

Vaughan & Bushnell Mfg. Co.

For Fifty Years Makers of Fine Tools
2114 Carroll Avenue
Chicago

Good Hardware



How GOOD HARDWARE Reaches Every Dealer and Every Jobber - - - See Pages 1, 2, 3 and 4



A Line of Juvenile Vehicles You Can Tie To

Hundreds of the best retailers in the United States and Canada have found it good business to tie to the American-National line of Juvenile Vehicles-and so will you. The line, aside from being amply large and varied includes vehicles for children of every age.

American-National Vehicles Are BUILT—Not Made

That's why the American-National line sells easily and stays sold. It can be depended upon to stand up, neither quality nor workmanship being slighted.

OUR LINE INCLUDES Steel Wagons

Coaster Wagons Doll Vehicles Girls' Tricycles Juvenile Bicycles

Velocipedes Hand Cars Juvenile Automobiles

Write today for illustrated catalog covering our entire line, or

Of course the Coaster Wagon is always a staple seller, but not all coaster wagons are built as is the National Roller Bearing Coaster. Its special features make it a boy's wagon as well built as his dad's automobile.

THE NATIONAL COASTER

See the Complete Line on Display

at the Toledo office and the following agencies:

New York, N. Y. New York, N. Y. Montreal, Canada Chicago, Ill. San Francisco, Cal. Baltimore, Md.

Louis Wolf & Co., 890 Broadway Baker & Bennett Co., 837 Broadway A. E. Bregent, 200 St. Catherines St. E. A. B. Leith, 1319 Michigan Ave. Pacific Sales Co., 718 Mission St. Frank Wissig, 737 W. Lombarn St.

The American-National Company Toledo, Ohio, U. S. A.

How Good Hardware Reaches All the Hardware Dealers All the Time

GOOD HARDWARE reaches every hardware jobber in the United States and many in Canada and Alaska.

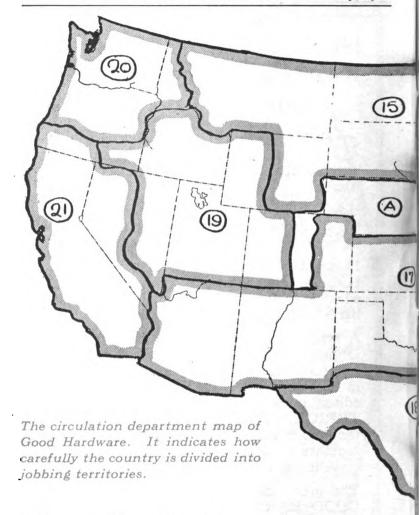
How is it possible for a publication to blanket the hardware trade—something that is done by no other publication in the field?

It is published in twenty-four territorial editions—all alike except for the first four pages which is used for local advertising by one jobber in each territory.

A syndicate of jobbers—one in each logical jobbing territory—has subscribed to GOOD HARDWARE for all the dealers in hardware in his territory. GOOD HARDWARE is edited, published and mailed by THE BUTTERICK PUBLISHING COMPANY and the jobbers who are members of the syndicate, together with the cooperation of their 500 traveling salesmen, keep the list up to date.

The great jobbers who are associated with GOOD HARDWARE become interested in the merchandise advertised in GOOD HARDWARE. Their salesmen receive GOOD HARDWARE each month and a special edition reaches every hardware jobber in the land.

Advertising in GOOD HARDWARE reaches every distributing factor in the trade.



This map shows how the country is divided into jobbing territories. Through the cooperation of one jobber in each territory GOOD HARDWARE reaches every dealer in hardware in the entire country. Names of the jobbers who are affiliated with GOOD HARDWARE will be sent upon request.



For one quarter of the cost of sending out a common penny post card an advertiser's message can be carried in full page space to every factor in the distribution of hardware in this country—the quickest, most practical and most economical method of reaching the whole hardware trade.

Circulation Dope

WHAT is your circulation? How many dealers rated over \$5,000 do you reach? How many city hardware stores? How many country stores? These are familiar questions to any magazine man.

Our answer to these questions is <u>all</u> of them. Circulation—<u>every</u> hardware dealer. How many city stores, how many country stores, how many above or below certain ratings? We can give detailed figures but why bother when GOOD HARDWARE reaches <u>all</u> the city hardware stores <u>all</u> the country stores; <u>all</u> the big jobbers, <u>all</u> the little jobbers; <u>all</u> the dealers and the jobbers that it is possible or profitable for anyone to reach.

The complete story of GOOD HARDWARE is interesting and means a lot to the manufacturer who sells through the hardware jobber or who is looking to the hardware jobber for distribution.

Write for further information about GOOD HARDWARE.

Trade Division
The Butterick Publishing Company
Butterick Building
New York

GOOD HARDWARE

A monthly magazine for the Hardware Dealer who believes the interchange of ideas is good for the soul and the pocketbook

Edited by BEN GREELY

IN THIS ISSUE JANUARY, 1921

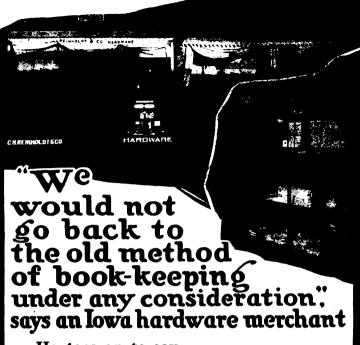
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LEONARD TINGLE, Business Manager

FRANK C. THOMAS, Eastern Manager
116 W. 39th Street, New York

EDMUND CARRINGTON, Western Manager
Mallers Building, Chicago

J. A. TOWNSEND, Pacific Coast Manager Hobart Building, San Francisco



He goes on to say:

"Before we installed the McCaskey Hardware System in our business, we were having a great deal of trouble with our accounts. NOW our accounts are always posted up to date ready for instant settlement. Our customers know what they owe us at all times and we never have a disputed account."

C. H. Reinholdt & Company of Manning, Iowa, found that the time to get a customer's payment on account was when the customer had the money and the inclination to pay. However, before such a customer could pay he had to know what he owed and they had to have his account posted and balanced to date. With their then method this entailed considerable work and delay, all of which slowed up collections.

balanced to date. With their then method this entailed considerable work and delay, all of which slowed up collections. They eliminated this work and delay and speeded up collections by installing the McCaskey Hardware System of accounts which enables them to handle charges with but one writing—post and balance the account with a statement to date in the hands of the customer at all times.

It will pay you to investigate this System. A post card request will bring full details. Write it NOW.

THE McCASKEY REGISTER CO.

ALLIANCE, OHIO

GALT, CANADA



GOOD HARDWARE

A Monthly Magazine for the Hardware Trade

A clearing house of good ideas that Retail Hardware Dealers are using to get more business and to make more money

Edited by BEN GREELY

Vol. 2

JANUARY, 1921

No. 4

Why the Five and Ten Cent Stores Hold a Lesson for Retail Dealers

Also something about the fellow who advertises "prices coming down." And sundry remarks about handling special orders and records that do some real good

By Ben Greely

NE reason the five-and-ten-cent stores have been successful is because they have the goods out where people can see and handle them. You know that as well as I do. "Old stuff," you say.

Sure, I know it's old stuff, but I've been in hundreds of

stores where they need to apply the same principle.

Now I don't mean that every merchant ought to throw out his show-cases and install the same kind of fixtures used by the Woolworth stores. It wouldn't work.

HAT I want to point out is that the same fundamental principle that sells goods for the five-and-ten-cent store will also sell goods for the dry goods man, the grocer, the hardware dealer, etc.

Goods out of sight and out of reach, on the top shelf or under the counter, in the back room or down cellar, will not sell as rapidly as goods in plain sight on the shelves; and merchandise on the shelves will not move as fast as if it is displayed on the counter or on a table.

It is impossible to get everything out on tables or counters. I know that. But it does pay to make a rule to put as many articles in plain sight as possible and to change frequently the goods displayed on show-cases, tables or counters. Have something new and interesting for people to look at, get the merchandise out where your customers can handle it, if it isn't perishable, and it follows as naturally as mosquitoes follow a bald-headed man that people will buy a great many more things

than if the stuff was hidden away somewhere.

If you don't believe this, try it out, just to prove that I'm a liar. If I am, then the orange phosphates are on me.



SHORT time ago I met up with Mr. John A. Losee, president of the Buchanon Hardware Company, Richfield Springs, N. Y., and the talk turned toward mail order competition and the value of service in offsetting it.

Mr. Losee said his experience proved that the prompt handling of special orders is one of the most important factors in holding the confidence and trade of farmers.

"Suppose a farmer comes into our store and wants some implement part that we haven't got in stock. Do I simply make a memo of what he wants and tell him I'll order it? I do not. I call my stenographer and dictate a letter right then and there. If it is something that he is in a great rush for and I can get it from a supply house, I call up on the telephone while he waits.

"During the acute shortage of goods, when shipments were delayed for weeks, this plan kept us out of a hole, dozens of times. A man can't kick when he has heard you order the goods. We do everything possible to get the goods through quickly, we let the customer know when they arrive and we mail them out to

him if he can't come after them. In fact, we consider this service so important that we are willing to go to any trouble and use up all the profit if necessary to get a customer what he wants."

Personally, I'm a booster and not a knocker. But I'd be blind if I did not recognize the fact that in a lot of stores the handling of special orders is a liability instead of an asset. Instead of ordering the goods at once they wait for a salesman to come around. No effort is made to follow up delayed shipments, the goods may be in the store for days before the customer is notified, or he may not be notified at all.

Losee's plan takes time; costs some money. But if you had a chance to come in contact with some of the people of Richfield Springs and find out how they feel toward the Buchanon Hardware Company, there would be no difficulty in deciding whether it pays or not.



IN looking out of the train window on one of my recent trips, my eye caught a sign near the tracks. "Live Wire—Do Not Touch" referring, of course, to the high-tension cables through which the electricity is transmitted to operate the trains on that particular road.

It has no definite connection with the retail business, yet I couldn't help but think of the similarity between that sign and



a good up-to-date hustling store. So far as outside competition is concerned such a store has on it a big sign reading "Live Wire—Do Not Touch."

When the chain stores want to add new outlets to their string, when the mail order houses want to make a special drive for new business, do they pick out the towns that have plenty of live. aggressive merchants? Not much. They take heed of the invisible danger sign and pick out the towns where the merchants knock one another, where one pulls one way and another some other way. where the merchants are simply taking what business comes to them and are making no particular effort to get any more. The town that is full of live-wire merchants offers, no fertile soil for the M. O. seed. Its weeds sprout pelntifully, though, in the town that is dead, or torn with friction. That's where the mail order houses and the chain stores put in their hardest licks.

ONCE knew a retail dealer in a middle western city who had a big sign pasted on his window for twenty years. The sign read, "Selling Out—Must vacate in 30 days." That fellow became the joke of the town. Of course nobody believed in the sign or in the merchant.

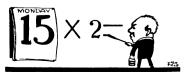
It's very much like the man who advertises "prices coming down." The only thing this accomplishes is to make people say, "all right, if prices are coming down, I'll wait awhile and maybe they will come still lower. I'll buy when prices hit bottom." If they don't say it, they think it. Subconsciously, that's the effect it has.

What the merchant wants to say is what he really means—that prices ARE down. That's the time that people like to buy.

A GOOD many stores now keep a monthly record of sales for comparison with the sales of the same month the previous year. But if the showing at the end of the month happens to be poor, it is too late to do anything about it. A weekly record of sales gives a more frequent check, of course, but not every store wants to get up its figures on a weekly basis.

In the Ingersoll Store, Cheyenne, Wyoming, the sales are added up on the middle of the month and multiplied by two which gives the proprietor a good idea of the possible sales for the month. If the figure is not encouraging when compared with last year's record, he has time enough to put on steam and boost trade so that the total for that month will compare favorably with the same month in better years.

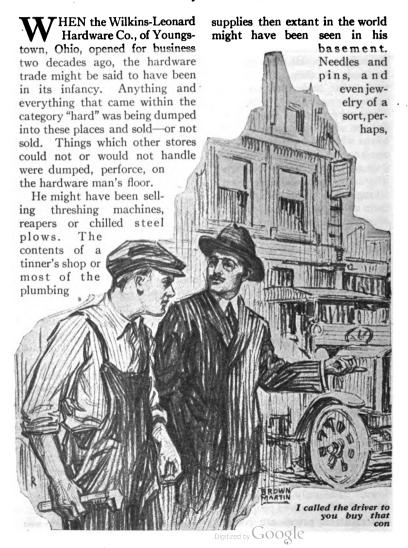
The point is, the scheme enables him to keep before him a record that will show him how business stands at a time when he can do something to increase the total of his sales.



Setting Employee Up in Trucking Solves Delivery Problem

Wilkins-Leonard Hardware Co., of Youngstown, Ohio, has hit upon a novel way of getting goods to its customers that eliminates wear and tear on the dealer's nerves as well as on his merchandise

By Robert I. Snajdr Illustrated by Brown Martin



might be occupying space in his place. He was a sort of odds and ends man, taking what others left, and trying to dispose of it along with other and really worth while stuff that actually pertained to the business he was conducting.

Gradually there came a sifting out and the sifting out continued until now a hardware store is a hardware store, and not a general merchandise emporium such as is in vogue in the trading places on the frontiers of civilization. And in this sorting out process the Wilkins-Leonard people led.

With his house put in order, Mr. Wilkins turned his attention to that Nemesis of every hardware dealer's life—the delivery system.

The delivery system probably has wrecked more hardware men's minds than liquor has humans. It means the same thing to the hardware man that the interminable round of dish-washing and sweeping does to the housewife. It's something that can't be ducked or dodged or pushed out of sight under the counter. It's there, it's going to stay there, and it may as well be tolerated and petted and kept in good humor because it can't even be legislated out of existence by an act of congress or an imperial decree.

Mr. Wilkins smiles as he says, "And yet, I found, after a few years of blood-sweating, like all hardware men, that the delivery system can not only be made to



be made to pay dividends. Yes, sir, dividends. And, like all things that look hard at first, its solution is the simplest of the simple.

Stuck on the Road

"When I had teams, things always were going wrong. horses got sick. Feed was high. I couldn't find competent drivers. The wagons were always in need of repair. Service was slow and vexing. It was the same with trucks. Garage bills almost drove me wild. I got so I was afraid to answer a 'phone toward evening for fear that I'd hear a voice saving: 'This is So-and-So. stuck out here on-Road. I need someone to pull me out.' ually the thing preyed on my mind and it's a wonder I didn't go plumb nutty.

"Well, one day an idea hit me. We had one truck at that time. several years ago, that was doing all our delivering-when it was doing it. That truck was brand new when we bought it and vet before we had had it a decent length of time it was bidding fair to drive me out of home and business. There wasn't anything in the category of accidents to trucks that this bird didn't fall heir to. I swear, the thing seemed almost uncanny in its ability to twist itself out of shape at a time, generally, when we needed it most.

"Then it was that the idea struck me. I called the driver in to me and said: 'Bill, I'm going to make you buy that truck. Now, don't begin to holler. I'm going to make you pay just half of what we paid for it and you're getting it at a bargain, at that. You can

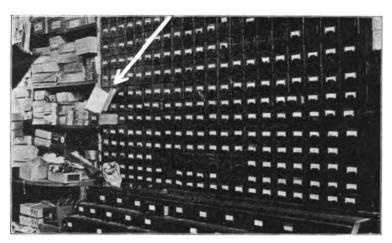
pay for it on the installment plan, but you've just simply got to buy it, and run it yourself. I'm going to put you on a contract delivery basis, paying you so much, hiring you every day, and giving you, on the days I don't need you, as much money as I would be giving you if you were actually working, plus a little bit more. But you've got to buy it.'

"Well. Bill wasn't smitten with the idea a little bit. He had been driving that truck for me ever since we bought it, and he knew, as well as I. what it ran up in the shape of repairs and gas and tires and what not. He began ducking right off. But I stuck to my guns. and told him that he would be making more money if he owned the truck than he would make if he were simply driving it on salary. It took a long time to convince him, and for a while I thought I'd have to sell it to someone else. but finally, after much hesitation, I prevailed on him to buy it."

Mr. Wilkins paused—then answered the unasked query.

How it Worked

"Did it work?" he declared. "Of course it worked; worked like a charm, as I knew it would. That man made more money off that truck than he had ever made in all his life. And gas, garage and repair bills dropped off like magic. That truck worked every day and And it delivered, too. all day. There were no more breakdowns. There was no more stalling. Bill found himself with something he knew would make money for him as long as it was kept in condition and he saw to it that it was kept



Every item is listed alphabetically in the book, with a letter and number corresponding with the drawer that contains it

Any Small Item Located Quickly

LONG with a number of other small hardware items are kept many automobile parts in small drawers in a hardware store set of cabinets. While each bears a name typewritten and slipped into slot on the face of the drawer it would require a great deal of searching to locate any one item if the salesman had to resort to a search. It would mean loss of time to say nothing of an abuse of patience of the waiting customer.

In the store shown in the accompanying photograph, the customer soon sees that the salesman knows where to find the article. That means that he is always pleased to come in for what he wants as contrasted with his dislike of a trip to a store where the salesman has to rummage, ask the boss, guess he hasn't got it or trust to luck.

Here the clerk simply lifts from its position a book that hangs at one side of the set of shelves. If he is after Blank's spark-plugs, for instance, he simply turns to the letter "S" index and opens the book at that point. He finds this item very readily:

Spark-plugs Blank D-5

It works like a map key. At the left hand side is a perpendicular row of key letters. Then across the top row the drawers are numbered with numerals from left to right, from I to 2I. He finds the vertical key "D," then runs over to the right to the drawer under the key figure "5." There is his drawer.

There are 294 drawers in that stock. And as automobile owners want what they want in a hurry they are pleased with the efficiency of this plan. So are the salesmen. It was an expensive feature to build, but it has paid for itself.

Oh! Why Should American Business be Bad 20 YEARS OF PROGRESS IN THE UNITED STATES

SOCIAL—				
Continental Area	1900 3,026,789	1910 3,026,789	1920 3,026,789	
Population	76,303,387	91,972,266	106,650,000	
Newspapers	20,806	22,725	21,012	
Wealth Wealth per capita		\$125,000,000,000	\$500,000,000,000 4,700	
• •	1,165	1,360	4,700	
FINANCIAL—				
Government receipts	\$567,240,852	\$669,064,780	\$22,547,420,420	
Government disbursements Public debt, less cash in Treasury	487,713,792 1,107,711,258	659,662,348 1,046,449,185	23,441,383,565 23,941,619,785	
Public debt, per capita	14.52	11.64	224.50	
Public debt interest bearing	1,023,478,860	913,317,490	24,062,500,285	
Annual interest charge, per capita Gold in circulation	44. 610 ,806,472	.24 592,457,340	9.4 0 1,225,210,813	
Silver in circulation	142,050,335	217,229,937	385,083,07I	
Circulation of money	2,055,150,098	3,119,753,246	6,084,854,578	
Circulation of money, per capita	20.94	34.52	56.79	
National banks, number National banks, capital	3,732 621,536,46 1	7,145 989,567,104	7,933 1,182,082,000	
Deposits in national banks	2,458,092,758	5,287,216,312	17,155,421,000	
Deposits in state banks	2,391,173,738	5,925,693,695	18,500,000,000	
Deposits in savings banks Depositors in savings banks	2,389,719,954 6,107,083	4,070,486,247 9,142,708	6,000,000,000 11,500,000	
Bank clearances U. S.	84,582,450,081	169,025,762,600	417,519,523,388	
TRANSPORTATION—			, ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	
	0 -4.		***	
Railroad mileage Railroad gross earnings	198,964 \$1,501,695,378	244,034 \$2,737,000,000	260,014 \$5,336,822,558	
Post office receipts	102,354,579	224,128,637	436,239,126	
COMMERCE AND INDUSTRY—				
Imports Merchandise	\$849,941,184	\$1,556,947,430	\$5,238,621,668	
Imports Merchandise, per capita	10.88	17,21	49.12	
Exports Merchandise	1,394,483,082	1,774,984,720	8,111,0 39,733 76.05	
Exports Merchandise, per capita World's gold production	17.96 262,220,915	454,874,000	380,924,700	
World's silver production	224,441,200	286,662,700	255,217,648	
U. S. bituminous coal prod. tons	172,609,988	420,000,000	458,063,000	
U. S. anthracite shipments tons U. S. petroleum production gallons	45,276,622 2,672,062,218	64,000,000 7,469,639,5 0 8	65,500,000 14,792,000,000	
U. S. pig iron production tons	13,789,242	27,200,000	30,582,878	
U. S. copper production tons	270,588	487,925	639,000	
U. S. fire loss U. S. failures, liabilities	160,929,805 138,495,673	232,542,750 199,607,292	269,000,000 112,233,106	
	130,493,073	199,007,292	112,233,100	
AGRICULTURE—				
Farm animals, value	\$2,228,123,134	\$5,138,486,000	\$8,566,313,00	
Cattle, number Horses, number	43,902,414 13,537,524	69,080,000 20,040,000	68,232,000 21,109,000	
Sheep, number	41,883,000	57,216,000	48,615,000	
Mules, number	2,086,027	4,123,000	4,995,000	
Swine, number Farm products value	37,079,356 3,764,177,706	47,782,000 8,926,000,000	72,909,000 16,025,000,000	
U. S. wool production pounds	288,636,621	321,362,750	. 314,239,000	
World's wheat crop, bushels U. S. wheat crop, bushels	2,583,389,000	3,590,000,000	2,267,074,000	
U. S. wheat crop, bushels U. S. corn crop, bushels	522,229,505 2,105,102,513	695,443,000 3,125,713,000	794,147,000 3,003,322,000	
			3,003,322,000	
COTTON PRODUCTION AND CONSUMPTION				
U. S. cotton crop value U. S. commercial cotton crop. bales	\$554,000,000 10,383,000	\$900,000,000	\$2,172,324,368 12,443,000	
U. S. commercial cotton crop, bales World's consumption cotton, bales	15,185,000	18,321,000	15,970,000	
U. S. consumption cotton, bales	3,588,501	4,798,953	6,425,344	
World's cotton spindles number U. S. cotton spindles, number	106,290,000	34,526,000 29,188,945	150,000,000 34,666,842	
U. S. cotton spindles, number U. S. cotton exports bales	19,100,000 6,201,166	29,188,945 6,484,429	6,915,408	
U. S. cotton exports value	302,500,000	460,868,200	1,381,707,502	
End of year price spot cotton N. Y.	10.100	15.00C	39.25C	

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The Outside of the Counter

Just some rambling, human comments on what goes on in the mind of the fellow who stands on the buying side, with his hands in his pocket and his fingers itching to spend money

By Jack Bechdolt Illustrated by the Author

LWAYS I have stood on the outside of the counter with money in my pockets and my fingers itching to spend it for some article or another which seemed at the time indispensible to my health, happiness or future prosperity. Sometimes it is a bit of hardware or an automobile accessory; others a cigar or magazine. Mostly my purchases are of no particular importance, to be sure. I doubt if any merchant ever had cause to declare an extra dividend on my account. But my business is buying, not selling. Most of what I earn I spend.

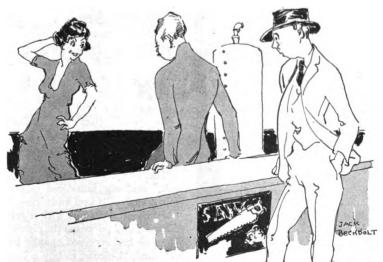
I don't know anything about the science of selling.

I never sold anything in my life except a second hand Tin Lizzie and after I completed that bargain all my friends assured me that as a salesman I am probably one of the cleverest water color painters in America.

So, perhaps I'm all wrong.

Perhaps these various merchants and clerks I face from my buying side of the counter are post graduates in the gentle art of separating the buyer from his money.

But I wonder!
I wonder when I read the clever-



Perhaps these merchants and clerks I face from my buying side of the counter are post-graduates in the gentle art of separating the buyer from his money

ly convincing talks on business integrity and public service published by some of the big mercantile establishments at an advertising cost I know to be staggering. And I wonder when I occasionally note that one of the shops where I have met with mildly exciting buying adventures puts up a Forced Sale sign or flaunts the sheriff's notice of bankruptcy. And I wonder again when I encounter some other casual merchant acquaintance and he or she smilingly assures me that business is great and I can see all about me signs that that statement contains more than half of one per cent. of the great American narcotic, bull.

With a friend I stopped one day in a little cigar store, one of



bought one for seventy because I let a tactful salesman talk me into it

those stores with a two-man cigar factory at the rear of the room. My friend, who is a free spender, remarked genially to the proprietor who came to wait on us, "I want some of your best smokes."

The cigar-maker was middle aged, cadaverous and sallow. He had a melancholy eye and a lean, corded hand. You couldn't blame him for that. Maybe God made him that way and a nicotine stained atmosphere didn't help God's handiwork any. But God also gave him the ability to smile, something he had forgotten to practise, evidently since Grover Cleveland's inauguration.

Hesitantly he opened the show case. Reluctantly he fumbled among the boxed cigars. Grudgingly he brought forth one smoke and laid it on the counter.

"Got any more?" grinned my friend.

Old Father Nicotine stared suspiciously, grunted and brought out one more cigar.

"Any more?" my friend repeated.

He raised the ante a third cigar.

"Any more?" We were both smiling now.

Up a cigar!

We "saw" that and raised again. And again. And again.

The eighth cigar broke the camel's back.

"Them cigars cost fifteen cents each," said our jaundiced dealer belligerently. "If you want 'em—"

My friend answered with a ten dollar bill and pocketed the cigars. When he had received change he remarked, "I meant to buy a box of those cigars, but I guess you don't like to part with old friends." The cigar-maker slammed down the small change and turned away. He said something that began, "Aw " and died in his throat. We both knew he meant to say, "You can't kid me. I'm too wise a bird to swallow that! Who ever sold a box of cigars at one time!"

Perhaps he never had. His place didn't look like it. But the interesting part of it is they were very good cigars for the money. I've often thought of buying some there myself, but the chain stores are so handy and the service so good I never seem to get around to it.

I had fifty dollars to buy a suit of clothes—maybe a little more than that. This was in 1919.

One of the biggest suit houses in New York had pleased me very well with a similar purchase a year previous. So I returned.

The big store was not busy. Perhaps there were six or eight customers on the floor.

I asked a clerk if they were carrying any serviceable clothes at my figure, fifty dollars or maybe sixty.

My clerk was one of a group of four, all idle.

All four smiled wearily. Said my clerk, "Why, you can't get any kind of clothes any more for that price. Our line starts at sixty-five. Positively, that's the cheapest we got. Clothes have gone up!"

There was such a crushing weight of superior wisdom, mixed with wonder and scorn at my innocence that I had no answer at all. I left and bought a suit elsewhere for seventy, because I foolishly let a tactful salesman talk me into it.

Since, I have received six clever letters from the advertising department of that first store, letters addressed to me by name, frank letters, cajoling letters, heart-to-



My friend grinned and laid aside his slips to find what I wanted

heart-talking letters that take me into the innermost circle of the store's family affairs, and the import of them all is a mild, hurt wonder that I have never come back.

Near us is a small hardware store that carries a miscellaneous assortment of household goods. One day a woman came in when I was present.

"That china set you sold me!" she exclaimed shrilly. "I counted it three times and they ain't but thirty-six pieces. I want the rest of 'em."

"What d'you mean, thirty-six pieces! They's fifty pieces like I said!" The hardware man's scorn was splendid.

Digitized by GOOGIC

A Sewing Machine Displayed to Advertise Itself

IN THE window of a hardware store that sells electrical specialties, we saw a sewing-machine driven by a motor that runs its own moving sign. The



A silk band lettered with short sentences moves continuously around the sewing machine. This moving sign draws trade to a hardware store that features electrical specialties

sign is a silken belt that passes around the table of the sewing-machine, and is operated by the action of the power-driven machine. At intervals on the band are lettered short sentences which can be read easily enough after the moving band has caught the eye.

At one side of the entrance the idea is used in connection with an electric washer. This machine works in its regular way, and the wringer equipment also is in operation, running through its rollers and over one connected above a muslin band upon which three signs are lettered. There

is about three feet of space on the band in view all of the time, with plenty of time to read. The motion feature catches the eye, causes the shoppers to stop and

after they read the signs they take a look at the machine.

Novel Way to Sell Mechanics' Tools

REELING the need of extra trade in the tool department of his store, a Missouri hardware merchant tried appealing directly to mechanics and carpenters.

The first thing he did was to dress the show windows with a line of quality tools that would catch the eye of the carpenter and mechanic, the display continuing for two weeks.

Then cards were distributed

by representatives of the store to the carpenters at work on different jobs where the company was supplying the builders' hardware. Each card was good for 25c. worth of merchandise at the store, if presented during the week of issue. The carpenter or mechanic was required to write his name and address on the reverse side of the card, and in this way a splendid list of tool customers was secured.

About 500 cards were given out, and in nearly every instance, the mechanic who presented the card for redemption did not go out of the store without making some purchase. When nothing was purchased the selection generally was three carpenters' pen-

cils or three slim taper files, so that the actual loss where no sale was made was not great.

About 79 per cent. of the 500 cards given out were returned. A record was kept of the first 100 cards turned in, and a small profit on the proposition was shown. Of course the main purpose of this advertising was to get the mechanics into the store, make them familiar with the tool stock and earn their good will, with the hope and expectation of persuading the majority of them to become regular, steady customers of the store. Although the immediate result was not large, the firm figured the prestige and advertising of their tool department to carpenters and mechanics were worth a great deal.

Lines on the Sidewalk Draw Trade

ASSING along the street in a leisurely way without paying particular attention to the store windows, we were brought up short by bright streaks of red

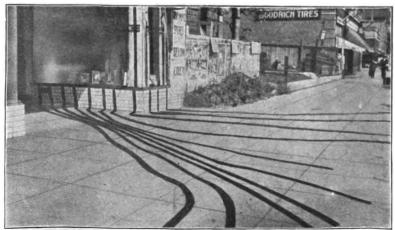
at our feet. The eye followed the course of these lines across the sidewalk and they all led up to a central point, a window display where a special sale was featured.

The sidewalk markings were about two inches wide. Each line ran to the store window and from there on its course was marked inside the glass by a band of red paper of the same size and shade as the painted lines. The ribbons of red paper led to objects in the window that bore conspicuous price marks. As the sidewalk lines were made with a paint mixed with water, it was a simple matter to wash off all traces a few days later.

Knew Where They Were

"I'll give you five dollars a day spot cash," said the farmer to the tramp who had stopped to beg a meal, "if you'll help me dig potatoes. We'll begin right now," he pointed at the big field, "because I'm afraid the frost will get them."

"No," yawned the tramp, "You'd better dig 'em. You planted 'em and you know just where they are."



These lines on the sidewalk draw people to the store Digitized by

Why the Time-Killing Salesman Lags Behind in the Procession

With a few words about what the retail dealer thinks of various types of Knights of the Road

By Saunders Norvell

Illustrated by Tony Sarg

YOU have been hired—you are now in the house to post up. It is the beginning of the success or the failure of your entire life. If you are to win, this is the psychological moment to start right—whether you are to be a skyscraper or an adobe hut of salesmanship depends upon this start. Its influence for good or evil will follow you and help or hurt you for years to come, according to the kind of a foundation you here and now build for yourself.

Watch yourself. Keep your head clear. Keep the shutter of your camera eye open and absorb everything you can; first impressions are vital and last the longest. And keep this thought always before you—that to win, you must KNOW. And that without knowledge, man is a manikin and a manikin is a machine with fixed limitations—to soar we must be free and know why, how and

where we are going and what we have to do in order to reach the destination for which we aim.

Success being a matter of deliberate calculation, made in advance, we eliminate chance and leave luck to fools who have the time to wait and the heart to hope that what experience shows other men can win only by effort, they can win by a wish.

To absorb, a man's brain must be clear and a clear brain is nature's reward to the man who lives according to schedule and knows that he cannot carouse all night and throw off the radium all day.

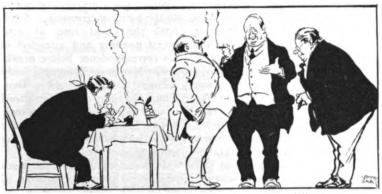
Some young salesmen, when they come to a large city, are not able to resist the alluring charms of the Gay White Way. As a result, the following day they are tired out and sleepy and in no mental or physical condition to learn anything. As "Mike Kinney." the teamster editor of



It's hard to hammer knowledge into a young fellow whose hand is constantly going to his mouth

"THE GIMLET," once remarked—"A good day's work starts the night before with a good night's sleep." Nothing is more discouraging to a sales manager than to attempt to hammer some

anxious to make the necessary sacrifices to get his start in life. The years between twenty and thirty are probably the most important in any man's life. In these years, he forms habits and



Most salesmen eat too much. Most of them, especially the older boys, carry a surplus load of fat

knowledge into the head of a young fellow with tired eyes and whose hand is constantly going to his mouth to conceal a gap.

"Stay a little, that we may make an end the sooner," says the Great White Way, but how few young men realize how quickly night life, burning the candle at both ends, unfits them for useful work.

How much better off they would be if they could assimilate that wise saw of the old Spartan, who said: "Let my Death come from Sparta, for then my death will be long coming."

These articles are not written to young men who have the idea that they can bluff their way through life—who are out for nothing but a good time and think they can get by with it. I am writing to the young man who, appreciating his youth, strength nd opportunities, is willing and

lays the foundation for his future success or failure.

Nothing conduces more to good health than regular habits. Therefore, when you start on your journey to success as a salesman, one of the first rules and an exceedingly important one, is to attend to all personal matters the first thing in the morning before you start out to work. Also shave yourself. When these things are attended to in the morning, they are out of your way for all day. If they are not attended to in the morning, the chances are that you will become so busy during the day, you will forget and your personal habits will become very irregular and your health will suffer. Habits count just as much as personality in selling goods.

You would be very much surprised if an athlete indulged himself in bad habits and high living and still expected to be a winner

in any athletic events. You would look upon such an athlete as being very foolish. You certainly would not back him with any of your hard-earned money. But don't you realize that in the game of life, it is just as necessary for you to be in training? You can not over-eat, over-drink or smoke too much and be fit for the contest of business. You will lose points in the game without knowing the reason why. Food is one of the greatest dangers to the traveling salesman. Most salesmen eat too much. Most of them. especially the older boys, carry a surplus load of fat. I have known many good fat salesmen, but just the same, I have always believed they would have been better salesmen if they had not been fat.

To a man who proposes to achieve success in the world, nothing is more important than the saving of time. Time is the great thief—what it takes from us we can never replace. The great men in the world have never been time wasters—they have always been one day's march ahead of the mass.

Thomas A. Edison works 18 hours a day. A story is told of him that the day he was married, he went to his laboratory, got to work on an experiment and forgot about his bride until some of the wedding party dragged him away to the wedding ceremony. erick the Great rose at 4:30 every morning and attended to his correspondence before break-Napoleon Bonaparte only averaged four hours' sleep. Benjamin Franklin could not afford to waste a minute. When he took a bath, he placed a rack over the tub so that while he was in the water he could read.

It is curious that the salesman who sells the largest amount of goods often seems to have the most time. He answers letters promptly. He sends in his expense accounts properly made out and mails them promptly. All of his work seems to be done with machine-like regularity. Then some other man, who barely sells enough goods to hold his job, can't find time to post his pricebook, answer letters or send in his

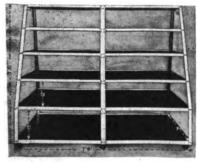
(Continued on page 61)



The day he was married Tom Edison went to his laboratory and forgot all about his bride

500 Gallons of Paint in Thirty Square Feet

Fargo, North Dakota, has a rack in his store that will hold from 400 to 500 gallons of paints and varnishes and yet it occupies



How the rack is made

less than 30 square feet of floor space. It was constructed by Mr. Harrington's own mechanic in his

shop. The cost was less than shelving of the same capacity. And this plan is way ahead of shelving anyway. It keeps the entire stock in a prominent place, where it actually forces itself on the attention of those who come into the store.

Look at the two illustrations and you will have a clear idea of how this rack looks and how it is constructed. The uprights are made from 1/2

in. x 1 3/4 in. x 13/4 in. angle iron; shelf braces 1/2 in. x 1 1/2 in. angle iron: flat brace in the middle, 1/2 in. x 2 in. flat iron. The rack is 5 ft. 10 in. high and 7 ft. 4 in. long. The width is 4 ft. at the bottom, tapering off until it is only 1 ft. 6 in. wide at the top. The distance between the base and the first shelf is 15 in.; the other shelves are 12 in. apart. The shelves are made of 34-in. maple flooring. The rack is mounted on six 2-in. double wheel casters and can be moved with little difficulty even when loaded to capacity.

A similar rack is also used for the display of kitchen utensils and the same idea can easily be applied to other kinds of merchandise.



A fine display rack for paints and varnishes

Big Interests Working to Turn Business From M. O. House to Retail Store

Great publishing house with magazines reaching every fifth home in the country has barred out mail order advertising; is fostering Community Development; and is building up the business of the retail merchant



Illustrated by Brown Martin

THEY used to say of Nat Goodwin, the popular Broadway actor and far-famed husband, that when he walked down New York's Gay White way, he knew so many folks that he had to bow or nod to one in every hundred. That's enough to keep anyone busy.

But suppose you were to go from one end of the United States to the other, from New York to San Francisco, from New Orleans to Duluth, into every city, town and village, tipping your hat to one woman in every five that you met? You'd end up with a bad case of paralysis of the right arm, of course. But one thing that would be impressed on your mind would be the number of women there are in these United States. You'd have a good idea of what people meant when they said-"two million women."

2,000,000 Women!

Am I right? And when you learned that The Delineator and associate publications were read each month by that number of women,—one fifth of the real buying public of the country, covering the entire territory over

which you had traveled-read by every woman you had doffed your hat to, that two million would mean something more than a mere figure to you. You would be able to visualize what a tremendous and powerful influence it was. You would stop to think what it means to you as a retail merchant to have that number of women being "sold" on the very products you are carrying your own store. You might come to the full realization of the fact that when The Delineator throws out all mail order advertising and stands fully and squarely behind the retailer, that retailer has gained an ally worth having—an ally that is powerful.

A friend of mine had the notion of women's buying-power brought home to him in another way. When I met him on the street the other day, he had just come from a store and was mopping his face which was very red.

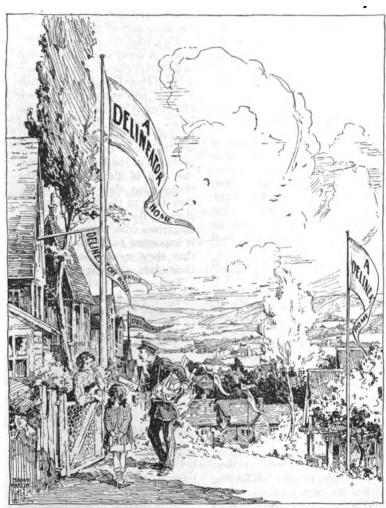
"I'm off shopping for life," was the way he greeted me.

"No, sir," he continued "I'm licked. You go to a store these days and it's packed with women. You feel foolish, and besides, a man hasn't got a chance anyway.

They used to tell me that women's place is in the home. Seems to me more like women's place is in the store. I'm through!"

Now the trouble with this chap—the trouble with most men in fact is they're so wrapped up in the problems of business,

penny ante and home brew, they don't give much thought to the lives their women folk lead. I don't mean that they don't care, or won't work their fool heads off trying to give them the best that this world provides. Not a bit of it!



In village, town and city all over the U.S., The Delineator and associate magazines come every month to one family in every five,—2,000,000 of the women who are the best buyers read these magazines which bar out M.O.

advertising and stand behind the retail merchant

But they don't stop to think of the ordinary, everyday, humdrum things that occupy the minds of these women from the time mere man folds his napkin after the morning rolls and coffee to the time he comes home at night and gets rid of his hat and coat and grouch.

Consider for a moment the woman-the woman in your town.

What does she do with her time? What is it that she thinks about and talks about? are the interests that go to make up her life?

The Lion's Share

They're not the League of Nations or the stock market or politics or baseball or turnover. They're her clothes, her marketing, her children, her household. These are the problems that surround her and that take up the lion's share in her scheme of things.

The man who owns a retail store is out in the world. He is meeting other men all the time and exchanging views. tends meetings of the Chamber of Commerce, he belongs to fraternal orders and to clubs. Salesmen from all parts of the country come into his store. The people of the town cross his threshold every day. His points of contact are many and varied.

He has his own trade paper, Whether he's an undertaker, hardware dealer, grocer, druggist, button-hole maker. organ grinder or gold fish fancier, he has his own particular trade publication devoted to his especial interests and catering to his own business or hobby.

But the women? They have but one class of journal-the women's magazines. And the reason for this is significant. is because most women are interested in the same thingsthe same few problems go to make up the lives and work of all of them. Their's is a common interest and they do pretty much the same sort of things.

They read the newspapers, it's true. A good story in a fiction or detective magazine may occupy a bit of their leisure time. Their visitors are women very much like themselves with the same ideas. But for the things vital in their life, they have few outside points of contact. For the problems of the home, the menu. the care of their children, the clothes that their families wear. they turn to the women's magathe women's zines. Because magazines reflect everything that is important to them, the things that they spend nine-tenths of their days thinking about.

Two million such substantial women, one-fifth of the real purchasing class of America, turn to the pages of The Delineator and associate publications for this advice and information-information about their clothes, their food, their cooking utensils, stoves, ranges, washing machines, cutlery -everything.

Their Trade Paper

The Delineator, to these women, is the one source of authoritative information. It is THEIR trade paper.

Little wonder then that the big mail order houses with their

(Continued on page 60)

A Display that Sold Corn Poppers

CORN popper display will not be amiss now when the nights are cold and dreary and we all enjoy the warmth of a fire-place or stove. This display suggests the old, yet popular, pastime enjoyed by everyone.

To arrange this, cover the bottom of window with deep pink crepe paper. In the center, place a heaping pile of freshly popped corn, and place two poppers full of the corn in front, with the handles pointing towards the corners of the window. At each side in the rear place a large show card reading:

POP CORN

By the Fireside these Cold Nights 1-Quart Poppers from 15 to 35 cents

Across the window at the rear run a width of the pink crepe paper. If desired this same idea can be applied to waffle-irons or cake-griddles.

Table-top Handy in Credit Hardware

In the office in the back room of a Texas retailer is a table whose top is divided into twenty-four sections each about 4½ by 7 inches in size and each with an initial of the alphabet at the top.

During the day this table is used for a desk. But as evening approaches the bookkeeper comes to it and takes possession. The purpose of the ruled-off and initialed top becomes apparent as he begins sorting out the charge slips that come to the office from the salespeople. The "A's" are put on top of the section marked with an "A." The "B's" are placed on top of the "B" space and so on down to "Y," the "X" and "Z" being omitted in the scheme.

This simplifies the sorting for entry into the ledger.



The top of the table is laid off in squares lettered from "A" to "Z." The book-keeper thus has an easy way of sorting his bills

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Can you beet it Alik?

personal letters of William, the hardwar kid

By David M. Davies

Deer Alik:

Its a sick wind wen it blows sum good sed my father wen i told him this. The boss was so mad at me wan day i thot i wud luk for anuther job. i saw a

sine that sed Wanted boy torun errands. milk and clean horses, i wud have gone there alik but beleeve me i wouldn't try to milk that horse, so i just whistled -and went back to the hardwear store and what do vou think the boss sed. "William vou are impruving and

I will give yew a fifty cent raze on Satdy." Can you beet it Alik?

The hed of the asylum caim in and wanted sum cots for the lunatix and after i helped Sandi Magee set wun up to sho him, i sed maybe you want some krazy quilts, too, and he sed "yew will be okkupieing wan of these cots yung man if you dont watch yer step." And thot it was a good joak Alik, but sum people kant see joaks.

The boss has put in a ful line of sporting goods and of cors lots of boys i kno cum in and it dusent make the boss mad eny more becos i sell them a lot of stuph. Yew know i'm the kapten of our basboll team and we got our owtfitts here, wich i think is why the boss razed my celery. A ledy caim in and sed she was trubled

with mice and asked me what was best to katch them with and i sed i thot cheese was pretty good but Bill Grogan herd me and sed "traps vou idgit, Traps" but the ladv was looking at Stew pans and laffing at the funny shapes i



Believe me, i wouldn't try to milk that horse, alik

gess. Well wen i went to the basement to get my cote and kap sumthing terrible smelled and it smelled rite with me and i didn't kno wat to do, but on the street kar when i put my hand in my cote poket Clic! and my fingers were in a mouse trap and some dirty stinkburger cheese all ovar them and a nice gurl who i thot i was makin a hit with, the way she luked at me all the time got up like she was sore and walked away. Watch me get even with

Bill Grogan. Can you beet it Alik? the other nite we went to a party at Snortskys, and there was a lot of gurls in nice clothes there, and a long stove pipe caim down full of sut and the party luked like a koon picknic we were all so blak, i told Mrs. Snortsky the pipes were very rotten and daingerus, and that i wood bring her a new set and put them up next morning if she liked. so she sed "al rite William" and next day i sold her 4 dollars wurth of stove pipes and went back to the store and was telling mister Magee what a rotten stove Mrs. Snortsky had and he went right out without his hat, and i thot he must be krazy but wen he caim back he said "i sold Mrs. Snortsky a forti dollar stove Sailsmanship my boy sailsmunship." Can you beet it Alik? Wel yew no i like to stick around Sandi Magee as i hear mim maik big sails and he shoze me everything 2.

We have a new shippin clerk an Englishmun he sez his naim is arold Awkins-say Alik he's the funnyest guy yew ever saw. i laffed when he tuk his cote and vest off, becos his pants cums nearly up to his nek and wen i laffed he sed-"now matev wots there to larf at? Keephout of the shippin clarks hoffice or els i shall av to nok ver blinkin head orf." He wurked in lundun for a iron monger watever that is. He dont understand me toking to him and sed "the Hamericans are a bliming funny lot." Can yew beet it Alik?

William

Gives Away Coal to Draw Trade

THIS is a sure-fire trade building idea for any locality except those which are built up with large apartment houses. Get



out advertising "We'll Give You a Ton of Coal Free." Have tickets printed in different colors, calling for one, five and one-hundred pounds of coal. Give a ticket with each twenty-five cents spent at your store, which can be exchanged for two pounds of coal. Thus, a customer spending \$1.00 would receive a ticket good for eight pounds of coal. arrangements with a local dealer to redeem the tickets, either accepting them in connection with cash, or if the customer has accumulated enough of them, as payment in full for his order.

In the Winter the problem of coal is one that means increased expense to the householder, therefore the giving of coal tickets will attract many customers who will thus see a way in which they can cut down coal expenses. Coal sells from \$4.00 to \$16.00 per ton of 2,000 lbs., depending on locality and grade, therefore this idea is inexpensive in comparison with the usual premium proposition.

There is Music in a Carpenter's Saw By Richard R. Richards

EVERYBODY knows how useful the saw is as a tool but it took Pee-Wee Myers and Ford Hanford, of the Greenwich Village Follics, 1920, now appearing in New York, to discover there is sweet music in it, and that tunes of all descriptions can be played on the ordinary carpenter's saw.

Even when people hear these artists play tunes on the saw, they are skeptical and are quite apt to insist there is some trick about the music coming from the saw.

Recently a party of newspaper men from Philadelphia expressed doubt that the comedians actually got music from the saw. They were given a private demonstration and their doubts vanished. To satisfy some of the New York newspaper men, the artists next gave a concert in the office of the New York World and not only played tunes themselves, but also requested members of the party to name the pieces they would like to have played and without hesitation they played the numbers requested on the odd musical instrument.

It was quite by accident that Myers and Hanford discovered that tunes could be played on an ordinary saw. These young men lived in Hope, Arkansas, and were employed at the local theater there, in the property department. One day it was necessary to buy a saw; so they went to the village store and the proprietor showed them one, and hitting it with the



To the tune of the "Jig-Saw." Quite the latest thing in Jazz dancing on Broadway



Pick your own tune and hear how sweet it sounds on the Carpenter's Saw

knuckles of his fingers remarked: "There is good steel in this saw as you can hear it ring."

On their return to the theater. the two men talked matters over and concluded that if there was a single note in a carpenter's saw. it might also contain a whole tune. They experimented for some time with very little success. found that while hitting the saw with an ordinary hammer killed the tone, bending it changed the note. So that much was gained.

Then they took one of those little pith hammers such as are used in playing the xylophone and by changing and improving the hammer, they at last got clear notes and found they could play a tune. This marked another step forward in their investigation.

During these experimental days, the neighbors of Hanford and Myers threatened them with No, not a sleight-of-hand performance but a musical feature in The Green-all sorts of penalties if they kept wich Village Follies, New York

on trying to get music from the saw. The Arkansas pair believed they had a good thing in the saw as a musical instrument and were not at all disturbed by threats.

One day they saw one of those old-fashioned musical instruments made of nails-that queer contraption fashioned out of a dozen steel-wire nails driven into a board at different depths and producing notes by drawing across the nails a rosin bow made of horse-hair stretched on a piece of barrel hoop.

The young men fixed themselves a bass viol bow and found that they could produce music by playing this on the edge of the Their experiments were now over for they could play both with their bow or with their hammer and produce any tune required and do it accurately. Myers and Hanford have given the carpenter's saw a new use for in their hands it is a real musical instrument-and money-maker.



An Ad That Sold Nails

NAIL may not be much of a subject for the average hardware advertiser, but the Whitney Albu-Hardware Company. querque, N. M., appreciated the fact that when they are hard to get they are worth playing up by the store that has them. So Mr. R. F. Mead, manager of the store. who prepares the advertising for the company turned in to the local newspapers an advertisement on nails that did three things. It caught the attention of many who would not otherwise have read a nail advertisement: it emphasized the scarcity of nails; and it brought out the fact that the store had nails in stock. More than that, it sold nails and other builders' hardware.

> NAIL TRAIN Held Up

DARING ROBBERS HOLD UP TWENTY
PENNY LIMITED

Dynamite Safe and Escape With Keg of Nails. A Posse of Desperate Builders Is in Hot Pursuit But the Outcome Is Doubtful.

This Is No Exaggeration

For With the Present Shortage of Nails Anything Is Possible

Twenty years ago, the boss carpenter whose menclaonical to pick up note, lost money the men's time was more valuable than the mails. But, now if the men do ago "rest me the failen" the boss will go "broke".

Sugar may help to sweeten the family disposition,

Nails Hold the Home Together

The bo-4 curpenter who has a full keg of nails he his possession is "some pumpking." but the hardware sloper that his stock crossin on hand to supply the needs of the endoners' is "some pumpkin pie."

WE HAVE NAILS for those that need them.

This is only another instance of our foresightedness inoking out for YOUR interests.

WE ALWAYS HAVE THE GOODS twice the goods are to be had.

Whitney Hardware Co.

na 76 305-7 W Central

This advertisement attracted attention and emphasized the scarcity of nails

This interesting nail advertisement is reproduced below.

Scissors Galore!

HEN next clipping the coupons from your bonds, give a thought to the men who make your scissors.

What a host of scissors and shears are now made by Uncle Sam! There are scissors for cutting bandages, scissors for cutting button holes, and of each there are many varieties. There are ladies' scissors and men's scissors. There is a good show of scissors for the use of barber and hairdressers. There are for instance, hundreds of shapes of manicure scissors, pedicure scissors, and barber shears.

The surgeons have their own kind of scissors and the dentists also are offered several varieties. The candy maker has use for candy scissors and paperhanger has his professional shears.

300.000.000 Pounds of Wool

The gardener finds grass shears and hedge shears useful, two instruments very much different from the small scissors that are commonly used for manicuring or button hole cutting.

Mules and sheep are shorn with different shears and there are special automatic shears constructed to remove the 300,000,000 pounds of wool from the sheep grazing in America. Tailors have shears and scissors of their own, many of considerable size and weight.

Big Response to Good Hardware Limerick Contest

Answers received from all parts of the country—first prize goes to William Ludlum, Mt. Vernon, N. Y., Hardware Man. Seventeen other prizes. Many women contestants

IN spite of the short space of time that was given to hardware folks to enter a last line in the Good Hardware limerick contest, the flood of responses made the judges' task a far from easy one. It was agreed, however, that the first prize of \$20.00 should go to Mr. William Ludlum of Howard's Hardware Store, Mt. Vernon, N. Y., for the following limerick:

Whenever your business seems slow
And the goods on your shelves just won't go
You can turn in your plight
To Good Hardware all right
It's a "turn" that will turn
"slow" to—dough

For the second award of \$10.00 the editors chose Mr. L. F. Desmond, of the Dakota Iron Store, Sioux Falls, S. D., whose contribution was:

Whenever your business seems slow
And the goods on your shelves just won't go
You can turn in your plight
To Good Hardware all right
For I tried it myself, and—I
KNOW.

The limerick which received the third prize of \$5.00 was sent in by Miss Bernice W. Leonard, 12 School Street, Franklin, N. H. Her last line was:

"We've tried it and therefore we know."

The winners of the 15 remaining prizes of \$1.00 each were:

Edwin Poole, of Griffin Brothers, Onset, Mass.,

"It tells all that one needs to know."



William Ludlum, of Mount Vernon, N. Y., winner of the first prize

W. C. Levings, Romney. W. Va..

"And turn your dead stock into dough."

Norman Sharp of the Grumley-Sharp Hardware Company, Atlanta, Ga.,

"They'll tell you some things you should know."

Eugene E. Edmundson of the Edmundson Mercantile Company, Bethel, Tenn.,

"And then watch your sales as they grow."

Kate S. Irwin of the Richards and Conover Hardware Company, Shattuck, Okla.,

"And marvel how business will grow."

Paul W. Meagher of the Geo. W. Reed & Co., Ottawa, Ill.,

"And then watch the bank account grow."

Mrs. William Rice of Rice & Story, Anderson, Cal.,

"For they're willing to help you we know."

George B. Siddons, Platte, S. Dak.,

"And you've learned what you wanted to know."

M. Goldwater, Prescott, Ariz., "And learn what you need or should know."

Charles Henry, T. A. Miller Lumber Co., Miller, Mo.,

"And the cash to your coffers will flow."

D. C. Harker, Janesville, Wis., "And speed up your sales, sir we know!"

Earle Cornwallis, Stockham, Neb..

"Which will give you the dope you should know."

Ella M. Royder, Franklin, N. H..

"The 'Business Man's Friend' you should know."

W. J. Roche, Niagara Falls, N. Y.,

"Then watch old Success get in tow!"

Estelle G. Blackman, San Francisco, Cal.,

"New ideas you may reap as we sow."

Playing Up the Handy Tool Case

IN one of our big cities a big department store had never handled tools. Finally they changed buyers and one of the first moves of the new man was to stock a popular priced line of tools. To advertise this new department he put on what he termed the "Handy Tool Case Scheme." Here is the idea:

He first made a selection of the following tools: a saw, hammer, monkey-wrench, awl and tool set, two-foot folding rule, a carpenter's pencil, and an assortment of nails packed in a small tin box. Then he secured the best figure on a carload of pine cases, hinged like a suit case and about the same size, with a convenient handle, hook fasteners and a lock also, if you please. On the outside of these cases, he had stenciled in neat lettering, "Famous Handy Tool Case." The complete outfit, all assembled, cost in the neighborhood of \$1.50.

Then he arranged for the advertising. One entire show window was given up to nothing but these tool cases, while a great big show card announced the fact they would be on sale for three days only at a special price of \$2.49 per case. This buyer knew that a convenient popular priced tool case was needed in every home, and the "Famous Handy Tool Case" made mighty good talking material and proved splendid and profitable advertising for the store.

New schemes and stunts of this kind certainly go far toward creating and freshening up business.

The Tools of Their Trades No. 3 THE CARPENTER

By Foster Ware

Illustrated by J. H. Litchfield

THEN man grew tired of than one h

VV living in trees, he called a carpenter and said:

"Behold my home! It is all that Nature has given me. Surely,

you, an adept with hammer and saw, can do better. Take it. Fix me up a dwelling place that will make the neighbors jealous and my poor dear ancestors turn over in their graves."

The carpenter did as he was told and behold!—man had a house.

It is not recorded what, if anything, the ancestors did at this juncture, but we all know that the neighbors ran true to form. Everybody took to building houses and the carpenter's services were in constant demand. Today he is an indispensable member of all civilized communities.

Civilized man is thus distinguished from the lower animals, who are their own carpenters. But civilized man, being unable to get along without a carpenter, has also found it almost as hard to get along with one. The lower animals have it on us there.

The world has received more

than one hard knock since the carpenter got on the job. It used to be thought that all men were created free and equal but the carpenter changed all that. When

it comes to wielding the hammer
and saw, the carpenter has no equal
and as for being free
—well, just wait
till the first of the
month to come
around and see for
yourself.

However, the influence of the car-

penter on civilization is not all bad. He and his hammer have left their mark in every home. If he has not done his bit he has at least used it, and there isn't a man living who has done so much to develop the commercial possibility of the knothole.

What the carpenter sees with his saw is not plane, but he has turned some remarkable tricks in his day. The records show he was the first man to make wood work and a board walk. And there's a platform any man can stand on.

Hats off to the carpenter!

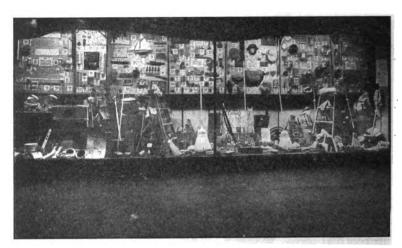
So long as the supply of wire nails holds out there will always be certain points worth considering in his fayor.



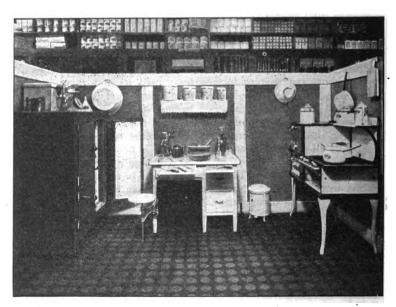
Merchandising is like a wheelbarrow. A man must get behind and push.



Four Attractive Displays



A window that shows it is possible to display a great number and variety of articles and make the exhibit look interesting. Each item bears a neat brice-ticket

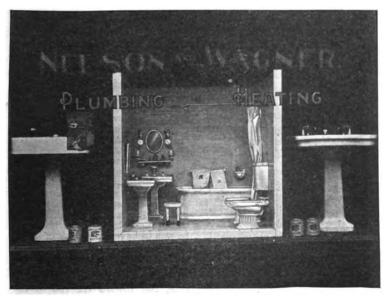


A display that will appeal to every housewife that sees it—because it shows a completely furnished and attractive kitchen—it creates desire

That Sold the Goods



An interesting interior exhibit of bath room fixtures and cooking utensils arranged in such a way that each item stands out. The background is an important factor



Another illustration of how much can be gained by displaying items in such a way that people can visualise them in actual use in their own homes

A Monthly Calendar of Lines to Push

LIVE Missouri hardware merchant has the following table constantly before him. It is labelled, "Lines to Push," and shows the lines that sell best in the months mentioned. Every merchant should have a similar table. Each department should be similarly provided with the lines to push at certain times during the year. If this were done there would be fewer goods to go on the bargain table.

January—kitchen goods, housewares, inventory clean-up sale.

February—pruners, moth preparations, Lincoln and Washington windows, St. Valentine's window, house furnishings and silverware sales.

March—paint, alabastine, house cleaning window.

April—seeds, garden tools, wheelbarrows, fencing, dog collars, summer cottage and porch supplies.

May—steel goods, wire cloth, screen paint, screen doors and window screens, lawn tools, refrigerator pans, bouquet holders, Memorial Day window.

June—lawn mowers, grass catchers, lawn hose, sprinklers, lawn tools, grass rakes, ice picks, tongs, hay tools, lunch baskets, thermos bottles, cork screws, traveling supplies, bath room requisites, cameras and supplies, Flag Day window.

July—hammocks, freezers, recreation window, camp outfits and supplies, Independence Day window.

August—wall paper jobs, fruit jars and rings, canning displays, clean-up and paint-up time.

September—dry measures hennery supplies, lanterns, flash lights, gas and electric supplies, roller skates, house furnishings, Labor Day window.

October—guns and ammunition, rat traps, ash cans, sifters, coal hods, garbage pails, stoves, kitchen cabinets, all Hallowe'en window.

November—razors and strops, axes, wood saws, corn poppers, roasters, carvers, table cutlery, nut cracks and picks, silverware, Thanksgiving window.

December—nickelwares, silverwares, cutlery, shaving sets, razors, guns, skates, sleds, watches, thermometers, toys, tools, carpenter chests, snow shovels, electrical goods, irons, toasters, etc., carpet sweepers, vacuum cleaners, twine, fancy paints, bronzes, etc., holiday windows.

Beyond Restraint

At a little chapel one of the poorer brethren was particularly given to venting his appreciation of the service in loud "Amens" and "Alleluias." A certain well-to-do member had found this somewhat disturbing, and, as he thought, hit upon a plan for inducing the enthusiastic one to subdue his outbursts, the arrangement being that if the poor brother would refrain from his disturbing habit for a certain time he was to have a new pair of boots. On the following Sabbath all went well for a time, but as the preacher waxed warm and eloquent the poor brother became noticeably ill at ease, and toward the end of the sermon could bear it no longer and shouted out: "Boots or no boots. Alleluia!"



E. C. Atkins & Company, Inc.

Established 1857 "The Silver Steel Saw People"
Home Office and Factory, Indianapolis, Ind.

Canadian Factory, Hamilton, Ont. Machine Knife Factory, Lancaster, N. Y.

Branches carrying complete stocks in all large centers as follows:

Atlanta Chicago Memphis Minneapolis New Orleans
New York City Portland, Ore. San Francisco Seattle
Paris, France Vancouver, B. C. Sydney, N. S. W.

Setting Employee Up in Trucking

(Continued from page 12)

in condition. That was the beginning of the end.

"The end was not yet. That didn't come until after I had had a lot more trouble with a fleet of trucks I purchased, run by my hired drivers. It was the same old trouble again. Naturally, the boys didn't take as good care of their machines as they might had they owned them, and so I was faced with the same difficulties there.

"One night I told those boys that beginning the next week I intended to form a stock company to purchase shares in those trucks. I told them I would retain 51 per cent. of the stock. And I told them they would have to purchase the other 49 per cent. among There was more themselves. hedging, of course, more hesitation. The boys didn't know what they might be getting into and they were mighty cautious. They could not see the point, even, when I told them I was putting them in the way of earning more money for themselves. They said they had no money. I told them that certainly they must each have a little money put away and that I would either take their notes for the balance or I would deduct a stated sum from their wages each week.

"'But,' I declared, 'I'm bound and determined to go through with this thing and make you men go into this company. I'm sinking a lot into it myself and if I believe it's going to turn out well surely you can have no objections. Do you think I'd put

my money into a wild cat scheme?'

"Well, eventually they, too, came around. I put Bill in charge of the fleet and washed my hands of the whole affair.

"Of course it's working, and those men are earning money they never dreamed they could earn. I'm paying a flat rate per year based on the gross business of the store, less 25 per cent., proportionately, than the cost of delivery for the previous year. And I could have made it 33½ per cent., with still a substantial margin of profit for the owner of the delivery system.

"I turn all my deliveries over to them. There my responsibility ends. There they take it up and finish it. The results have been incalculable. The deliveries are made quickly and safely. There are no garage bills for me, no gas bills, no tire bills. My customers are served capably and efficiently.

Why Worry?

"In fact, the customers are served in much better fashion, for, if my shipping clerk attempts to palm off a worn piece of merchandise on the delivery driver, the driver either refuses to accept it, or delivers it under protest. That gives me a check on the condition of the goods and on the efficiency of my own help. But, most of all, it relieves me of all the worry and all the expense that was mine when I was trying to run the trucks myself.

"Again, the men running those cars, are under no obligations to run them filled solely with my stuff, but can accept other deliveries if they wish. As a rule, I keep them pretty busy, but every now and then they are enabled to



Kester Acid-Core Wire Solder

CHICAGO. U.S.A.

As Easy to Sellas a Box of Tacks

pick up a little extra money on the side, and that helps keep all hands in a good humor.

"I think I've got that delivery game beaten. But for a long time it had me down, and nearly out."

Those Would-Be Salesmen

Another important step in the reorganization scheme came with the smoothing out of the personnel—or employee problem. ten vears hardware salesmen, or would-be salesmen, drifted into the game, partly because they had failed at nearly everything else they had tackled, partly because they had strong backs. They had purchased, at various times in their careers, nails, putty, window glass, carpenters' tools, paint and screen doors. Well, what more was there to the hardware business, for what they themselves had bought certainly they themselves could sell? Such a thing as knowing the customer, or knowing where certain things were to be found never entered their heads. The salary might have, but inasmuch as the general run of salaries among clerks in all trades ran about the same, it was all one to them.

Mr. Wilkins, fresh from six years on the road selling hardware, and opening a business for himself, drew the general run of clerks; and for a long time he let them run generally. Imbued with a capacity for getting the most out of the business that he could, and filled with ambition to make it better, he naturally thought his clerks would do likewise. He paid them a salary on par with that paid by other hardware stores, or, if anything, a little

better, preached thrift and ambition in his own quiet way, and felt sure they would get on.

But, unfortunately for themselves, and, of course, for him, they didn't get on. They had a job. They knew, or thought they knew, the great majority of them, that the hardware business rested just beneath their finger tips. And so they lived and worked and drifted.

This, according to the Wilkins-Leonard Hardware Co., was not quite enough. The firm was slowly gaining headway, but it wasn't gaining headway rapidly enough to suit the heads of the firm. So they thought and thought, and finally evolved a scheme. Mr. Wilkins gathered his men into a knot one night and said he to them:

Drifting Along

"I've been paying you boys a salary for ten years. I've been hoping, in those ten years, that you would all advance so rapidly that this store would shortly be known as the most industrious hardware hive in northern Ohio. I've been hoping, too, that you folks would so fill yourselves up with hardware knowledge that it would be a distinct loss to us if you went into business for yourselves, and that it would be a distinct profit to us to keep paying you higher and higher salaries in order to enable you to make about as much as you would if you do go into business yourselves.

"But, men, the thing isn't working. You've been drifting along, content to let each day take care of itself and satisfied, each of you, with the weekly stipend you have been drawing.



Window Display Material

Although it is too late to enter the Genco Window Display Contest and compete for the cash prizes, it is not too late to make your window sell Genco Razors for you.

The razors are advertised in the Saturday Evening Post every fourth week. There will be another full page Post Ad in the issue for December 4th.

Buy a copy on that date. Cut out the ad and fasten it to the inside of your window. If you did not feature a Genco Window last month do it this month.

Use your window to couple your store with our advertising. Make that advertising YOUR advertising—make it work for you.

If you have not received a set of Genco Window Display material write for it. Printed folders and electrotypes are also sent to Genco Dealers free.

GENEVA CUTLERY CORPORATION
161 GATES AVENUE GENEVA, N. Y.

"And so I'm going to turn over a new leaf for you. I'm going to show you how you can make more money for yourselves, and, ergo, for me. From now on I'm going to pay you on a commission basis. The more goods you sell for me, the higher will be your own compensation.

It's Up To You

"Every six months I'm going to strike a salary balance, so to speak, setting a certain per cent. as a basis. If your sales show that you have been selling goods in a manner which warrants a \$2,000 salary you're going to get the \$2,000; if \$3,000 you'll get the \$3,000; and if \$4,500 you'll draw that amount. Now it's up to you to get out there on that floor and hustle. And if you don't make enough sales to warrant my paying you a \$1,600 salary per annum I'm going to fire you."

What happened is history in the Wilkins-Leonard store. The men went out and hustled. They catered to customers and did their utmost to please them. They learned where every piece of hardware was located in that store; and they trained themselves to wait on customers with a neatness and dispatch which gave to the Wilkins store a reputation from that time on.

So it was that Mr. Wilkins achieved the utmost in organization by installing the competitive spirit, so to speak, into his personnel, and by attaching to it the means whereby each salesman could quickly find exactly what he was hunting for and hand it over with the least possible amount of time. And, of course, dirt and dust were obviated.

"It seems odd," he mused, "but people are forever linking hardware stores with dust and dirt. and oil and general mustiness. And hardware people murmur 'amen' and let them get away with it. Why, it's a fallacy, the most pathetic sort of fallacy. There's no more need of a hardware store being dirty than there is of a bakery being dirty. Our forefathers thought we could never get rid of flies, either, but we did. And the American army, at home and abroad, living practically out of doors where dust was flying all the time, drilled and dwelt in as clean and sanitary surroundings as could be found in a hospital. The same is true of the hardware business.

Light? They Love It

"Keep your stuff under cover and keep dusting it. And for the love of Mike, don't save on light. Let the rays penetrate every nook and cranny and corner. If you can't get enough sunlight into your place, put an electric bulb or globe everywhere. Dirt and light don't go together; and when the good housewife who comes tripping into your store finds herself literally swathed in beams and shafts and cross beams of light,-when she finds she can pick out any article she wants without bending over or squinting -you've made a friend for life. Women instinctively have a leaning for bright places. The more shiny they are, the better they like them. And the more shiny they are, the more often will Mrs. Brown, or Mrs. Jones or Mrs. Smith come back—and bring her neighbors with her."



Drawn especially for Good Hardware by Albert Levering

JOY KILLERS

 $\mathsf{Digitized}\,\mathsf{by}\,Google$

The Wilkins-Leonard store amply bears out the ideals of its chiefs for there is light all over and everywhere, above, below, wherever there might be a dark And the windows-well, they just blaze. They blaze until, were the lights not sufficiently hooded, they might hurt the eyes. That's another Wilkins secret-well-lighted show windows: show windows, by the way, which are two-storied, with trunks and heavier articles occupying the second story and just low enough to be seen from the street.

Incidentally, the show window space has been extended inward by means of a couple of big show cases, which form the sides of a corridor leading to the storm doors within the store proper. Thus, when one enters the store through the outer door, he is faced on right and left by show windows formed by two big cases joined and roofed together, at the inner end of which are the two swinging storm doors.

Killing Two Birds

"We kill two birds with one stone, to wax original," says Mr. Wilkins, with a twinkle in his eye. "We needed the storm doors—every store should have storm doors—so we filled the space between the inner and outer portals with a couple of window cases, so that people coming in could have a still further idea of what we were carrying in stock.

And we sprinkled plenty of lights in these show cases, too."

Kill the Frost on Your Windows

THE time is soon coming when the frost pest will cause the merchant considerable worry. Nothing retards sales so much as a window glazed over by Jack Frost. The air in the windows must be cooled and warm air from the interior of the store prevented from entering.

To do this, board the inside of the windows or have tight-fitting sashes to prevent the warmer air of the store entering, as the temperature inside the window must be cooled to correspond with the outside.

Next bore a row of holes at the base of the window and a similar set at the top. This will permit a free flow of air and keep the temperature down. A simpler method, and perhaps better, is to use an electric fan.

Start the fan running first thing in the morning and keep it running all day. Thus keep the warm air on the move and lower the temperature so frost will not have a chance to collect. The sight of an electric fan working in winter also will help to attract attention to the window more especially if it be made to blow upon a small American flag.

Remembered Those Waists

"I want a pair of button shoes for my wife." "This way, sir. What kind do you wish, sir?" "Doesn't matter, just so they don't button in the back."

We're Ouija

My ouija board! I love it so!
The truth it does not tell.
But, as compared with folks I know
It's doing very well.

Digitized by GOOGTC Washington Star

Sell the Expert's Choice File —It Pays



Pays a good profit in the first place. Pays in long friendships afterward. It is a really superior file its clean, strong, sharp teeth cut deeper, quicker. They last longer—give greater satisfaction to the buyer. Sell them—it pays.

ASK ANY CARPENTER OR MACHINIST HOW GOOD FILES SAVE HIM MONEY

Files are a part of every tool kit. If they are good files they are an important part. Read what these workmen say of Delta—Expert's Choice files. They know.

Our Delta File is worth the price of a dozen of many other files I

Good files have been hard to find, but when you get a DELTA, your file trouble is over.

Yours respectfully,

J. P. Ash, Box 199, Sarasota, Fla.

Experts' Choice Files, are real saw files, the best I have ever used. and I have been filing saws for more than thirty (50) years.

Yours truly,

Charles W. Lamb, 127 Madison St., Staunton, Ill.

I am head filer of Circular and Hand Saws for Thompson & Starrett Company, also for Stone & Webster Construction Company, I use only the DELTA file, and have filed fifty (50) hand saws with one file and will bet I can do it again.

Yours truly, B. F. Benter, 7117 Cedar Ave., Cleveland, Ohio



Delta File Works PHILADELPHIA, PA.



The Outside of the Counter

(Continued from page 17)

"They's thirty-six," his customer insisted and she began to enumerate them, piece by piece.

"Oh well!" This when she had finished. "That ain't the way they sell china, see? That's a fifty piece set, see? A regular fifty piece set, but they always count in the covers, see? You go back and count the covers like for the sugar bowl and so on, you'll find fifty pieces all right. If you don't, I'll make 'em good. We don't misrepresent nothing."

Someway, that hardware man reminds me so of a line in the old song about the Bowery, in New York.

I sold you the box, not the socks said he!

And, if I remember right, the song carried a refrain,

I'll never go there any more!

An artist friend of mine went one day to a store in our part of town to buy a bottle of fixatif, a fine grade of transparent varnish with which artists spray pencil drawings so they cannot be rubbed or soiled in handling. The store is a new one, specializing in high class stationery and art materials.

The fixatif, of a standard make, evidently had been in stock too long—or perhaps something had happened to one of its ingredients—anyway, when it had dried on my friend's drawing it covered it with a white glaze that threatened to destroy a picture that had cost him three days' work and which he expected to sell for a fair sum.

By great patience and ingenuity he saved the drawing and later carried back the fixatif to the dealer. After five minutes of noisy protest that he didn't know what was in all the stuff he sold and how could he be expected to know! the dealer gave my friend another bottle of the same make.

Then, as my friend was leaving he asked eagerly, "Say, have you got the piece of tinfoil that came around the cork of this bottle?"

His customer began angrily, "What! Have you got the nerve to put that back in stock—when you know it's spoiled—and sell it to some other artist and perhaps cause him to ruin a week's work and lose money?"

The dealer shrugged. "I paid my money for it. I've got to get it back, haven't I?"

"Well" said my friend, "you're about the worst I eyer met in the art supply business!"

The dealer's last words as my friend banged the front door were, "Well, say, don't forget to bring me back that piece of tin foil, will you?"

Ferninst the House

I heard a woman tell this story one day. She is a well-to-do woman who dresses simply. During a year she must spend quite a lot of money among the department stores.

In one of New York's largest, but not the most exclusive of emporiums she saw a suit she fancied. She examined it and asked the price, then lingered, fingering the goods and changing her mind as women do.

Said the salesgirl presently, with the sweetest smile in the world and in a confidential whisper, "Say, why don't you go around to one of them little shops along Sixth Avenue? Honest you can get the same thing

PYREX helps a woman spend less time in her kitchen.

Pyrex helps a woman prepare better meals with less labor.

Pyrex helps a women serve her meals more attractively.

Display Pyrex in your windows the first week of every month, also throughout your store, and it will be a silent salesman for you.

PYREX

Transparent Oven Dishes

Bring Customers and Satisfaction

PYREX is nationally advertised.

PYREX is guaranteed.

The leading manufacturers of metal mountings have adopted PYREX for their standard insets.

Jobbers handling housewares have complete stocks of PYREX.

Genuine Pyrex is guaranteed by the name stamped in every piece.

A booklet "How to Sell More" will be posted to buyers and salespeople, free on request.

Pyrex Sales Division

Corning Glass Works

World's Largest Makers of Technical Glass

569 Tioga Avenue

Corning, N. Y.



down there a lot cheaper. You don't want to go spend all that money when you can get somep'n just as good for less, do you?"

The girl meant it kindly. She wanted to do her customer a good turn and her customer, being unusually sympathetic and quick to understand, took no offence.

But I heard two other women who listened to the story declare indignantly what steps they would have taken at such impertinence.

So the well-meaning girl didn't help her employer at all. And maybe it's the employer's fault that she makes breaks like that!

Two Hardware Tales

I spent two hours one afternoon in a store that boasts of carrying the most complete stock of hardware in America—probably in the world. I wanted two short lengths of pipe cut, one to fit within the other; screw threads turned on each piece and some sort of round metal foot-I don't know its technical name to this day-fastened to the end of each section so it could be screwed down to a wood base. In the course of two hours I was sent to every department of the store except the cashier's and came away at last empty handed.

Finally, with little hope, I drifted to a wholesale plumber's supply house and told my oft-told tale once more to a man who was carrying a sheaf of order slips and the air of trying to jam twodays' work into the fag end of afternoon.

A Wide Grin

He grinned widely at my story; said, "Sure," and laid aside his order slips to find me what I wanted.

I saw my friend again some months later when I was assured by several retail hardware concerns that they "never carried anything like a piece of rubber tubing in stock." I wanted the tubing because there was a short circuit along the ignition line of the automobile I was driving.

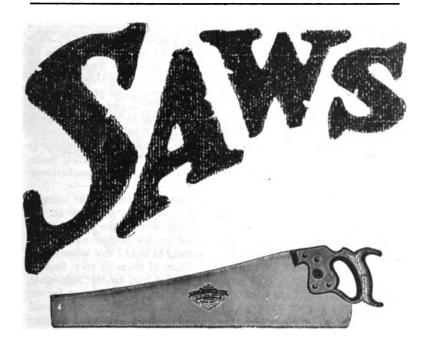
My friend grinned again. This time he was more voluble. He said, "Why surest thing you know, General," and laid aside his work to cut me just the tubing I needed.

Now, I don't suppose if I live to be a hundred I'll ever become a plumber. And I don't know any plumbers very well. But if ever I meet a plumber who listens to my advice I'm going to send him to that supply house and see that he gives it all his business.

And the reason for that isn't exactly two pieces of pipe and a length of rubber tubing; it's nothing more substantial than the wide, infectious grin of a busy man who is never too busy to listen to a bewildered stranger standing on the buying side of his counters.

A widow opened a stationery store not far from where I live. Within three short blocks are five stores just like it, all carrying the newspapers and magazines, some toys, a little candy, razor blades, shaving soap, tooth paste, strops for razors, safety pins and heaven knows what all.

The first time I asked her for a magazine she didn't have it, but said she'd send for it right away. She did and it was waiting for me next day. She stocked some cheap cigars I like. She sends the morning paper to my house by a small boy and if it



Simonds Hand Saws

POR keen, edge-holding saws that are mechanically right and used by carpenters and householders, Simonds Hand Saws have long been leaders. Hardware dealers in every part of the land appreciate the value of the Simonds line. It means satisfied customers on every saw sale reasonable profit to dealer.

Simonds Manufacturing Company

"The Saw Makers"

Fitchburg, Mass.

5 Factories

12 Branches

Digitized by GOOGLO

doesn't arrive promptly she finds out why and sees that I'm not disappointed in just that way again.

I notice her stock keeps widening in variety, but stuff doesn't stay long on the shelves. Most of the students of a nearby college seem to come there for their purchases. The number of substantial looking old residents of our neighborhood who drop in for a cigar has increased noticeably.

From what I gain talking to her. I don't believe this woman knows much of the technique of business. She wouldn't recognize "psychology of salesmanship" if it stepped up and shook hands.

About all you can say for her is that she seems anxious to oblige; more than ready to serve you.

Holds Our Trade

Then, there's our grocer. don't like him.

Physically he's not a very prepossessing man and conversationally he's not quite up to old Doc Hostetter's Almanac.

His stock is about as good as the other stores, and there are plenty of them around him.

But when we moved to the neighborhood he managed The first time learn our name. my wife came in, he called her by . name, pronouncing it properly.

Welcomes Us Back

If she orders anything he sends it around within an hour. Sometimes we slight him for a week at a time, taking our trade elsewhere in the fickle way of light housekeepers. He is never reproachful when we return as his competitors are. He is glad to see us and delighted to serve us.

As I say, I don't care much for him. If I were a grocer my store would be different from his in several respects. And yet he remains our grocer. His hold on our trade seems to be growing firmer every day. I can only conclude there must be something about that grocer—perhaps his uniform agreeableness or his willingness to do favors-that is winding tentacles about the family pocketbook.

These are some of the things I^{ij} think about as I stand on the buying side of the counter, my hand in my pocket and fingers itching to spend my money.

None of them is very important, and yet, in the aggregate, they seem to be the cause for my going to one merchant and avoiding another. And I wonder, since they affect me that way, if they don't affect other people in a similar way.

Couldn't Always Miss

The rural resident picked out a soft chair in the hotel lobby. Beside it was a bright and shining brass cuspidor. He shifted his eating tobacco from side to side and expectorated from time to time, shooting all around the cuspidor but never hitting it. Finally he called a passing bell boy. "Son," he said, "you better move that thing. I'm liable to spit on it in a minute."

Only Followed

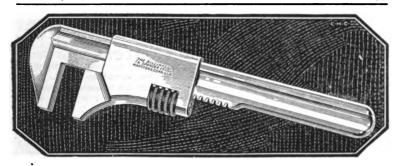
Two members of a certain society met the other day. Said one

"I heard today that your son was an undertaker. I thought you told me he was a physician.

"Not at all."

"I don't like to contradict, but

I'm positive you did say so."
"You misunderstood me." I said he followed the medical profession. Digitized by GOOS



Nutrante Turns change their minds about staying set when this wrench grips. Drop forged throughout of special analysis steel, finished like the aristocrat he is, and thus worthy of the Billings name.



THE BILLINGS & SPENCER CO. Hartford, Conn.

Another Winner in The Delineator **Buy-at-Home Contest**

Walter E. Schuette of Wheeling, W. Va., receives third prize for unique presentation of the retailer's case as a court-room proceeding

Out of the thousands of answers received by the editors in the Buy-at-Home contest, this is the one that won the third prize, submitted by Mr. Walter E. Schuette, of Echo Point, Wheeling, W. Va.

An Interesting Court Case

7IDE interest has been taken in the celebrated case of Mailor Derhouse against Byatt Homestore, the charges being incompetence and malservice. Mailor Derhouse was represented by the powerful firm of Milyon Aire and Corp. O. Ration; attorney for the defense being the well-known pleader, D. Lynn Yator, of New York.

The plaintiff bore himself with that air of confidence which characterizes the man of wealth, tinged with insolence and inconsiderateness. While the defendant lacked this confident carriage, he bore himself with the assurance which comes with good extraction, careful breeding and a sense of genuine

respectability.

It is not our purpose to reproduce the entire record of the proceedings, but only to present excerpts which show where the real weight of the evidence rested.

Testimony of Gen. Public

(Examination by attorney for defense) General, do you know the defend-

Yes, very well.

What about his character?

It has always been very good. Have you had dealings with him? Yes, for years.

Have your business relations been satisfactory?

Always.

Do you know the plaintiff? Pretty well.

Have you had dealings with him? Yes, off and on.

What were your experiences? Not very satisfactory.

(Examination by attorney for plaintiff) You have dealt with Mailor Derhouse?

Also with Byatt Homestore?

Yes.

Who gave you lower prices?

Everything considered, Homestore.

What do you mean?

Considering quality, and opportunity for selection, also lumping dealings for a period of time, I am ahead in money by dealing regularly with Homestore.

Are Mailor Derhouse's prices not often lower than Homestore's?

Yes—the bare prices.

Why say "the bare prices?" You have to add carriage, return of goods sent on approval, loss of time waiting for goods, and so on.

Testimony of Lo Cal Banker

Is Homestore one of your patrons?

What is your business? General Banking.

Homestore has an account with

A very acceptable account. What does that mean?

His daily balances are worth while, and his loans, made to secure discounts, are frequent and perfectly safe.

In what relation does Homestore stand to the success of your institution?

But for him we would be out of

business.

Is your institution necessary to the progress of your city?

A city without a bank is not "on the

What good does Mailor Derhouse do your institution? None whatever.

If you depended upon him, what would become of your business?

It would cease to exist.

Then your city's financial institution depends for its existence on Homestore? Without a doubt.

Testimony of H. Omechurch

What is your position?

Upholding the moral and spiritual character of the community.

What is your standing?

But for my work the place would not be fit to live in.

To what do you attribute your success?

Largely to the cooperation of individuals.

Does Byatt Homestore support you?

He is one of our chief backers,
morally and financially.

What relation does Mailor Derhouse sustain to your work? None whatever.

Supposing Homestore withdrew his support, what of your work?

I fear I would have to cease operations.

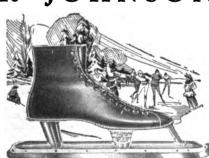
Testimony of Count E. Treasurer
What is your position in this community?

The public funds, secured by taxation, are entrusted to me, and I disburse them for various purposes: the maintenance of our courts, construction and upkeep of roads and bridges, guarding our public safety conduct of our waterworks, and so on. I also transfer funds for all the purposes of the state government. Who supplies your funds?

Property and chattel holders.

NESTOR JOHNSON

North Star Tubular Racer Hockey Figure Skates



"THEY GO LIKE LIGHTNING"

Distributed by the most prominent hardware Jobbers in the country. Write for our free booklet and name of nearest distributor.

NESTOR JOHNSON MFG. CO.

1235-41 No. California Ave.

Chicago

Established 30 Years

Is Homestore one of them?

Suppose he suspended business or his business were so reduced that it would not be remunerative what would the effect be on your funds?

They would materially decrease.

Would disbursements correspondingly decrease?

No.

How would expenses be met? The rate of taxation would increase. Suppose Homestore's business is

increased?

He will increase the value of his business and residence property, adding to the tax duplicate bearing a larger part of the public expense.

What share of the public expense in your community is borne by Mailor Derhouse?

None whatever.

Testimony of Ed U. Cation

What is your position?

To increase the intelligence of the community.

In what way?

By establishing and promoting schools, lectures, and concerts, also the County fair, which has high educational value.

Does your work require money?

Yes, considerable.

What does Byatt Homestore do for

you? He regularly supplies funds, his support in a financial way increasing yearly. He takes a personal interest in the work, serves on our board of directors, is a member of the chamber of commerce, which has the management of our fairs largely in hand, and, when the regular supply of finances is inadequate, I can always rely on him for contributions for any extra outlay.

Would it be fair to judge that he is the mainstay of your work?

Decidedly.

Would it be going too far to say that, in case he failed, your work would be seriously crippled?

It would have to be discontinued

entirely.

What support does Mailor Derhouse give your work? None.

He is not a supporter of your schools? No.

He takes no part in securing the success of your county fairs?

If you depended on him for support what would become of your enterprises?

They would be hopelessly crippled.

Testimony of Ch. Aritee

How long have you been a citizen of this community?

Ever since it was founded.

How long actively engaged here? Ever since I came with the first settlers.

How has your activity developed? From small private beginnings into a systematic well regulated public institution.

Has this required money?

Yes, indeed.

How has this development affected the financial requirements? They have steadily increased.

Have you been able to meet them? Yes.

On whom do you depend for financial support?

Mostly on Byatt Homestore.

To what extent does he support vour work?

If his support slackened I would be in desperate straits.

What support have you received from Mailor Derhouse? None. He hinders my work.

How?

By interfering with the prosperity of Homestore he unfavorably affects my income

How does this affect the welfare of

the community?

That becomes plain when I explain that I care for the poor, the indigent sick, those who need treatment in hospitals and can not afford it, those rendered homeless by fire and flood, and so on. I also support state institutions for the blind, the deaf and dumb, imbeciles, and the insane.

This extensive work depends for its support on Homestore?

Without any doubt.

Part of Judge's Address

Never has so flagrant an injustice come to my notice as the

Digitized by GOOGLE

citing of Byatt Homestore in this court, on the charges of incomeptence and malservice. This court congratulates defendant on theintegrity, the industry, the adamantine stability, which he has helped to introduce and maintain in this community.

I can hardly express sufficiently strong my contempt for plaintiff's efforts to undermine the structure which defendant has helped to rear. Plaintiff may well be a valued citizen in his own city, but when he reaches out and robs good men in other communities of their opportunities, under the guise of rendering their communities a service, which in reality is a malservice of the most dangerous kind, he jeopardizes his reputation in the minds of thinking men.

Case is dismissed, costs to be borne by plaintiff. Bailiff, clear

the court!

Ouick Work

An Englishman visiting Boston was being shown around by a local man. They passed the Hotel Touraine, and the Englishman inquired the name of the building.

That's the Touraine Hotel, replied the Bostonian, and he added with pride, "It only took three months to build that building."

The Englishman smiled deprecatingly. "Hm," he remarked, the old country we build a building of that sort in six weeks."

A little later they passed the City Hall, and the Boston man remarked that it had been built in two months.

'Deucedly slow, old chap," said the Englishman, "now in London we build a building like that in a month."

Presently they climbed Beacon Hill, and the Englishman caught his first view of the State House. He touched his companion's arm. say, old top, what building is that?"

The Bostonian glanced casually at the State House and yawned. "I don't know," he replied, "it

wasn't there last night."



Note the Heart Shaped LINK

Up-to-Date Homes and Apartments are all discarding old-time, unsanitary brush and rope mats.

The Sleeth Flexible Steel Mat

is today the recognized mat for modern standards of convenience and sanitation. fect foot-scraper-self-cleaning-durable-attractive. All standard lengths-special sizes to order. Write your iobber or us for prices on this nimble seller.

Fernald Mfg. Co.

North East. Pa.





CAST BRASS NO RUST

to Yerdon's Hose Bands—made of a special rust-proof composition metal. A permanently tight connection assured. Easily applied and so durable they can be used again and again. All sizes for hose 'A' O. D. up to largest Suction hose. Unequalled Automobile Hose Connections. Made in Fort Plain, U. S. A. Used everywhere. If you don't know them write for samples.

WILLIAM YERDON

No. 4 Center St., Fort Plain, N. Y.

\$50 in Prizes

See Page 59 of this issue

Digitized by GOOGIC



Give Us a Title for This Picture and Win \$50.00

A \$50.00 Prize for the Best Title to Picture Opposite

New contest open to all readers of Good Hardware and their families starts in this issue. Closes March 20.

CONDITIONS

- 1. The prize consisting of fifty dollars (\$50.00) in cash will be awarded to the man or woman sending in the most original and appropriate title to the picture which appears on the page facing this—page 58.
- 2. The contest is open to all Hardware Jobbers, Dealers, Salesmans, Clerks and to members of their immediate families.
- 3. Answers should contain the title, the name of the contestant and the hardware firm with which he or she is connected. Also, the firm's address.
- 4. No title must contain more than 12 words. Contributions longer than this cannot be considered.
- 5. Titles may be in prose or rhyme. They may be original or quoted from the Scriptures or from any author.
- 6. The picture will be reprinted in the February and March issues to give every reader ample opportunity to compete. The contest closes at midnight of March 20, 1921, (Eastern Time).
- 7. The judges will consist of the editors of Good Hardware, The Delineator and The Designer.
- 8. If two or more persons send in the same winning title, each will receive a \$50.00 award.
- 9. The winner will be announced in Good Hardware as soon as possible after the closing of the contest.
- 10. Send answers to Contest Editor, Good Hardware, in care of the jobber whose name and address are on the front cover of the magazine.

Big Interests Working to Turn Business From M. O. House to Retail Store

(Continued from page 26)

fingers always on the pulse of the country, choose the women's magazines as the avenue of approach to women.

Little wonder that they spend thousands of dollars every year to advertise in some of the women's magazines where they can talk directly to this tremendous army of customers—the women of America. The mail order barons through them alone can then get into the homes of millions of women who make up this important purchasing.class and get their message across.

With one striking exception!
The message of the mail order house cannot get into these homes through the pages of The Delineator. Because it bars out all mail order advertising.

Stop a moment and think about it!

One-fifth of the worth while buying public in your town is reached by The Delineator and associate publications, making business for your store instead of the mail order house. Think what it would mean to have every fifth family on your list of customers.

Every advertisement she sees, from that of a sewing machine to one of a percolator, from a washing machine to a pair of scissors, describes a product that is handled by some retail store in Her town. Not a line of mail order advertising does she see. Through the pages of The Delineator, The Designer and other magazines published by the same

house, the advertiser has the opportunity to talk directly to one-fifth of the women in the United States who create the country's demands. And this vast army of women comes to the retail dealers with these demands.

This powerful ally of yours, then stands ready to help you. The Delineator has already given evidence of its stand as the staunch friend of the local merchant. At a sacrifice of thousands of dollars a year, it has thrown out mail order advertising. It expects to continue wielding its tremendous power in your behalf.

But it wants to feel that you are cooperating, that you are giving your support to its campaign for buying at home. One way of doing this is to sit down tonight and write The Delineator what you think of its stand, and what you think it can do further to enlist its army of two million substantial women in the fight against the mail order house.

According to Socrates

Socrates lifted his cup—"What's this stuff?" he asked.

"Hemlock," replied the cupbearer.
"Oh!" said Socrates, "that's all right—I thought it was one of those damned substitutes for beer."

Expensive

A negro who had an injured head entered a doctor's office.

"Hello, Sam!—got cut again, I see."

"Yes, sah, I dun got carved up with a razor, Doc."

"Why don't you keep out of bad company?" said the physician, after he had dressed the wound.

"'Deed I'd like to, Doc, but I ain't got 'nuff money to git a di-

Why the Time-Killing Salesman Lags Behind

(Continued from page 22)

expense account. He is always behind and always in troublewhy? The difference is largely in the use of time. I once asked our best salesman how he managed things and he replied that he answered all letters on the train between towns. Ιt was his custom to write a reply in pencil on the back of the letter to him. I suppose the other salesmen devoted this time to playing pinochle or gazing out of the car windows.

"Then." said this great salesman, "I always post my expense account while I am waiting for my meals to be served. It is a simple matter to remember expenses from one meal to another and after I have ordered what I want, there is always a wait of a few minutes until the food comes, so I use this time for entering up my expenses."

So, my young friend, the first idea I wish to impress upon you in making your start is to watch yourself and see that you systematize your time so that not a minute is lost-every minute saved is a new opportunity made. telephone properly used in making engagements is a great time saver.

Stall and you will be stalled; delay and you will be delayed it's an age-old story. While his competitors fuddled around thinking of nothing in particular and doing it faultlessly, Andrew Carnegie slipped over to England and secured the rights to the American use of the new Bessemer process for making steel and brought back with him a dozen experts to make



File This Better Wav

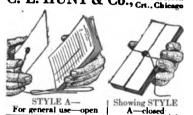
Checks—Sales or Charge Tickets— Here is a device that

STYLE B stops waste of rubber bands—string—tape—straps—saves time in filing every sort of paper alips in sheaves or packages. Protects—gives ready reference.

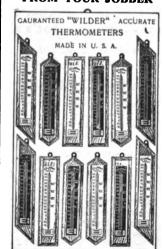
STYLE B—Preferred where packages are long, narrow or nestingulability thick. narrow or particularly thick

narrow or particularly thick.

Hunt's "ALRITE" Voucher and
Ticket File (Patent applied for)
Holds paper firmly and conveniently in well
arranged bundles—no knots to tie—nothing to
break or work loose—neat and compact. Our
automatic machinery makes their price surprisingly low. 157 sizes made—serving every
purpose—in ordering samples give size or
send samples of papers you wish to file or tie
up. Simoty write us on your letterhead and up. Simply write us on your letterhead and we will send samples and printed forms FREE. C. E. HUNT & Co., Crt., Chicago



GET THIS ASSORTMENT FROM YOUR JOBBER



The Wilder-Pike Thermometer Co. Troy, N. Y., U. S. A.

it here. With Bessemer-made steel to offer to the buyer, few in America wanted the other kind and in a few years Andrew Carnegie had the steel business of the nation in the palm of his hand. Millions poured into his lap. Thinking ahead pays.

There are two ways of preparing a salesman to take his territory. One I would call the "Hit or Miss" system; the other a system of "Intensive Salesmanship."

Knowing the Samples

When I started on the road, I remember I was given a catalogue that had not been posted for several weeks. I was told first to post the catalogue. I was then given a trunk of cutlery samples. These samples had been used by another salesman. I never saw the samples until I opened the

trunk some time afterwards. I was given no instructions in regard to selling our various lines. I was just thrown out, as it were, and had to sink or swim. I have often thought of the very dim and hazy ideas of sales-managing in those days. What easy-going times they were!

Every salesman should carefully go over his samples himself before he starts out. He should know his samples thoroughly. This method of having samples prepared in the sample department and not making the personal acquaintance of your samples until you open them up in some far-away city, in my way of thinking, is all wrong. A salesman's samples are the tools with which he works and I am quite sure no first-class mechanic would expect some one else to select and lay

This Display Sells

Set it in your window or on the counter—that's all

Handy sized 25c tube of Household Soder

Hercules Cold Soder

mends pans, repairs kitchen utensils, stops pipe leaks. Handy for the autoist. Stops leaks in gasolene tanks, cylinder cracks, radiator leaks, etc.

Simple to Use

Let this little quick seller help your turnover.

\$4.00 per 2 dozen tubes in attractive display carton. From your jobber or direct.



Hercules Products Co.

Council Bluffs

Iowa, U. S. A.

THIS IS TIMELY!

A good thing to do right now is to display a few cobbler outfits. You will find the man who was paying, without question \$18 for a pair of shoes only a year ago, now susceptible to the economy appeal of "REPAIR YOUR OWN SHOES." Plenty of fathers of large families would be glad to save from \$1 to \$1.50 on each shoe repair bill.



Another Tipl Your farmer trade is also a good bet right now for cobbler outfits—don't overlook them. This is the season that finds the farmer with leisure and a set like the one shown here is certain to appeal to a sense of economy upperment in his mind with now.

appear to a sense of economy uppermost in his mind right now.

Check up your stock of "Leader."
"Economical" "Combination No. 1," and "Family Combination No. 2," and "Family Cobbler outfits." How about stands and lasts? Have you placed your order?

Your jobber keeps a full stock of the complete Star line. If you need a catalogue write to

STAR HEEL PLATE COMPANY

357-391 Wilson Avenue, Newark, N. J.

out his tools, without knowing all about them.

A Fond Farewell

I remember my sales manager put his hand on my shoulder in farewell and remarked—"Now, my young friend, remember if your customers do not kick, you are selling your goods too cheap. Raise prices until they kick."

I think this was the only piece of selling wisdom that was passed out to me. I floundered around for three years, trying to learn how to sell goods. I really did not sell any. I was just a cork on the tide, drifting with the current. The customers simply gave me orders. I lost the better part of three years, simply from lack of proper training in salesmanship. A week or two of careful training on the first principles of salesmanship would have increased my

effectiveness fully fifty per cent.

We train physicians, dentists, lawyers, pharmacists, engineers, plumbers, carpenters, bricklayers and everybody else—why not men who sell goods? All have a practical clinical course in the workshop before they start out—why not the salesman?

Let us suppose that you, my young friend, are to be given an "intensive course." Suppose you are with a first-class house with a modern sales manager. Then, something like this should happen: you are to first take a course of instruction on the lines of goods you are to sell. Not only will these goods be explained to you by your sales manager, but he will have pamphlets on each line and you will study them at night. This sales manager, after

(Continued on page 68)
Digitized by GOOGIC



Pays to Advertise

A western evangelist makes a practice of painting Bible quotations and religious mottoes on rocks and fences along public highways. On one big flat rock he painted these words:

"What Will You Do When You Die?"

An advertising gazabo came along and painted underneath that question:

"Use Delta Oil: Good For Burns."

After the War

A gentleman traveling through Alabama was much interested in Uncle Ned. "So you were once a slave, eh?" said the gentleman.

"Yas, sah," said Uncle Ned.

"How thrilling," said the gentleman. "And after the war you got your freedom, eh?"

"No sah, I didn't sah. Aftah de war I done got married."

"Never Mind the Air"

We must tell this story on a Mulvane man before it is utterly obsolete, says the Mulvane (Kans.) News. He was visiting in a big city in company with a friend and was knocked down on a crowded street by a runaway horse and rendered unconscious. The friend

bent over him and they were instantly surrounded by a crowd. The friend yelled at the crowd. "Stand back and give him air, and someone hurry with some whiskey." At this the injured man spoke up in a weak voice: "Never mind the air."

He Uses His Head

A Woodpecker pecks
Out a great many pecks
Of sawdust
When building a Hut
He works like a nigger
To make the hole bigger—
And he's sore if his cutter won't cut.
He won't bother with plans
Of cheap artisans.
But there's one thing can rightly be said,
The hole excavation

Where It Went

He builds it by using his head.

Has this explanation—

At a small town on the Wabash, in Missouri, they are using an old passenger coach, built 23 B. C., as a station.

"Where's your depot?" I asked the agent.

"We used to have one," he replied, "but the boys whittled it down."

Fit for a Queen

"No," said the old man, sternly, "I will not do it. Never have I sold anything by false representations, and I will not begin now."

For a moment he was silent, and the clerk could see that the better nature of his employer was fighting strongly for the right.

"No," said the old man again, "I will not do it. It is an inferior grade of shoe, and I will never pass it off as anything better. Mark it "A Shoe Fit for a Queen," and put it in the window. A queen doesn't have to do much walking."

Advance Information

"Eoss," said a darky, "I'd lak to git off nex' Saturday fur the day."

"What for?" inquired the employer.

"Got to go to a fun'el."

"Whose funeral is it?"

"My uncle's."

"When did your uncle die?"
"Lawd, boss, he ain't daid yit!"

"Then how do you know his funeral is going to take place on Saturday?"

"Ca'se dey's gwine hang him Friday!"

Played No Favorites

"I'm bothered with rats," said Mrs. Casey, owner of the boarding house, as she talked over the back fence with her neighbor.

"Did yez buy any of thim rat biscuits for thim?" suggested Mrs.

Kelly.

"Now, Mrs. Kelly, what kind av a house do you think I'm runnin'? Sure, if the bastes can't ate what the rest of us do, they kin go hungry."

Sad

Little drops of water
That we used to think
Were simply made for chasers,
Are now the whole blamed drink.

Quick Sales-

At a Good Profit

That's what merchants the country over are reporting on

THE SLIPON Handle Protector

It's the only positive insurance against burnt coffee pot and percolator handles and their accompanying accidents. Women buy them on sight. Just display in the handsome selfedling carton and they'll sell themselves.

Order from your jobber today

YOUNG SPECIALTY CO.

2223 Vliet St.



Cronk Steel Rake



Replacing malleable. Cost little more than cast rakes, worth double. Dealers supplied through Jobbers.

THE CRONK & CARRIER MFG. CO.

Elmira, N. Y.

Digitized by GOOGIC

Slander

Counsel—Was the prisoner sober? Witness—No, sir; he was as drunk as a judge.

The Judge—You mean as drunk

as a lord!

Witness-Yes, my lord!

Poor, but Proud

The Judge—So you claim you robbed that delicatessen-store, because you were starving? Why didn't you take something to eat, instead of stealing all the cash out of the register?

The Accused—'Cause I'm a proud man, Judge, an' I make it a rule to

pay for everything I eat.

Progressive Town

"I see," remarked a gentleman as he paid a small newsboy for his paper, "that you are putting up a good many new buildings in your town."

"That is the only kind we put up here, sir," replied the little fellow with a touch of civic pride.—Judge.

Reserved Seats

The Amorous One—"Do you ever peep through the keyhole when I am sitting in there with your sister?"

Small Brother (with a burst of candor)—"Sometimes. When mother ain't there."

Mysterious Disappearance

"What became of that young man who was paying so much attention

to you?"

"I don't know. I let him walk to the grocery store one afternoon with me, and after he saw how much we had to pay for things to eat, he just quit coming to see me."

Hair-Raising

Customer: "Why do you keep telling me all these horrible murder stories?"

Barber: "Well, you see, I find they helps me a lot by making your hair stand on end."

This One On Men

She entered the hardware store and complained about a lamp she had purchased, demanding that it be taken back.

"What's the matter with it,

madam?"

"It has all the faults of my husband with none of his virtues."
"Please explain yourself."

"Well, it has a good deal of brass about it, it is not remarkably brilliant, requires a great deal of attention, is unsteady on its legs, flares up occasionally, is always out at bedtime, and is bound to smoke."

This Joke is On Women

The printer set up a poster to advertise an address by a militant suffragette. Her subject was "Woman: Without Her, Man Would be a Savage."

When the speaker called for the posters, the proof-reader had to leave town suddenly, for the flaming sheets read: "Woman, Without Her Man, Would be a Savage."

Another Methuselah

"May I ask how old you are?" said the vacationist to the old villager.

"I'll be just a hundred."

"Really? Well, I doubt if you'll see another hundred years," said the other, trying to make conversation.

"Wall, I don't know so much about that," was the ready response. "I be stronger now than when I started on the first hundred."

With Variations

Tommy had been out playing till he was very tired, and did not feel inclined to say his prayers, but his mother insisted. So Tommy be-

"Now I lay me down to sleep, I pray the Lord my soul to keep—"

"If," prompted his mother.
Tommy (sleepily): "If he hollers
let him go. Eney, Meeny, miny,
mo."

THE WRENCH THAT TRAVELS IN CIRCLES ALLEN-UNIVERSAL



Yes, in circles—and what's more, upward, downward, diagonally, around corners, gets by posts and other obstructions and will take care of adjustments in places where no other wrench can be manipulated.

The point we want to make and call your particular attention to is the ball and socket construction in the head of the ALLEN-UNIVERSAL Wrench Handle.

Every automobile and motor boat owner, garage owner, engineer and mechanic has use for a tool like this and when it is necessary to use a socket wrench, the practical man uses the most efficient tool.

Manufactured by

THE ALLEN WRENCH & TOOL CO.,

Providence, R. I.

Address all communications to

WIEBUSCH & HILGER, Ltd.

Sales Representatives

106-110 Lafayette St.

NEW YORK, N. Y.

Fully Charged

Magistrate (to prisoner)—"What is your name?"

Prisoner—"S-s-s-stephen S-s-siss-

sons, S-s-sir!"

Magistrate—"Where do you live?"
Prisoner—"S-s-surry s-s-street,
S-s-surbition, s-s-sir."

Magistrate (to policeman)—
"Constable, what is this man charged with?"

Constable—"Begor, sir, Oi think he's charged wid soda-wather!"

The One He Loved Best

An Atlanta husband, having offended, came home the evening of the quarrel with a parcel under his arm.

"Darling," he said to his wife, "look here. I've got something here for the person I love best in all the world."

She came forward with a shrug. "Humph! What is it," she said. "A box of cigars?"

Sure, He Was Mad

Smith (to grocer): "What's up, Mr. Black? You seem angry." Black: "I am. The Inspector of

Black: "I am. The Inspector of Weights and Measures has just been in."

Smith: "Ha! Ha! He caught you giving 15 ounces to the pound did he?"

Black: "No, he didn't. He told me I had been giving 17."

Their Nose Knows

Slick: How did you get so many girls?

Slicker: Oh, I just sprinkle a little gasoline on my handkerchief.

Liberal Dad

"Yes," said the young wife, proudly, "father always gives something expensive when he makes presents."

"So I discovered when he gave you away," rejoined the young

husband, feelingly.

MARANAMARAKONIN KATUMBARAHAKAN MARAKAKAN MUMAKAN MUMAKAN MININI



Brownie Ball-Bearing Roller Skates

The especial features found in these skates will cinch the sale quickly and at a profit. Put a few pairs in the window and you can cash in on the response. Dem-

onstrate the ease of adjustment of the bridge-like truss-extends from 61/2 to 11 inches: durably constructed by skilled workmen. Self-contained anti-friction ball bearings carried in a double race give the ease of motion. Get busy. Write Dept. 60.



.D. Kees Mfg.Co.Beatrice.Nebr.

Why the Salesman Lags (Continued from page 63)

instructing you carefully on the lines. will ask you questions. You will have to recite your lessons. Then you will show whether you have the necessary memory, power of concentration and interest in what you have been told. You will be shown not only how the goods are labeled and how they are advertised, but you will also be shown the cartons in which they are packed and even the original cases that contain the cartons.

In other words, if you are properly trained on your line before you leave the house, you will have an indelible mental photograph of all the goods you are expected to sell. You will know what these goods are used for; how they are packed and, if you are above the average in intelligence, you will have learned most of their prices by heart. When a customer asks you for a price, it will not be necessary for you to turn to your price-book. If vou have not mental power enough to learn all the prices, then my dear boy, at least learn the prices of the leading articles in your line.

When I was a sales manager, I used to ask young salesmen to promise me that every day, they would write down five prices on a piece of paper and then carry this slip of paper in their vest pocket and when they were waiting for a train or at some other odd moment, take out this slip of paper and memorize these prices. Many of my boys did this. Just stop and think-if you learn five prices a day for three hundred days per year, you will know fif-

teen hundred prices in your line. Any man who knows that many prices of the goods he sells, will have the reputation in his territory of being a genius. Let me tell you right here that nothing impresses a customer more than when a salesman is able to quote prices like an echo, without referring to price-book.

Every salesman should also carry a note book and make a record at the time of all promises, agreements, statements, dates, time, etc., of a business nature. Without a written memo to refresh their recollection, no two men a week or a month after a conversation, experience has proved, can accurately recall all that was said at a given time or place. Wide differences as to fact and the understanding reached, are almost inevitable.

That Written Memo

In such circumstances, a salesman who makes a practice of keeping a carefully written memo of all important conversations and agreements, has a decided advantage over the man who trusts to his memory. He will be able invariably to prove his case, when others wobble, side-step, are uncertain and insecure in their promises. In the face of a memo written at the time, accurately recording what was said by both sides and agreed to, conjecture, speculation. misunderstanding and doubt melt away. Keep a record of everything you do and say of vital business importance. It's a good habit, it will make you stronger, fortify you in emergencies, safe-guard you when challenged and be an asset you will never regret.

THE BEST SALESMAKERS

known to the trade are

Wooster Brushes

In Assortments and Individual Cartons



Manufactured only by

The Wooster Brush Company

Wooster, Ohio

1851

Three Generations

1921

Correct Territory Records

When I went out, nothing was said to me about my towns or I did not see our customers. I did not see our credit man. claim manager. If claims were unsettled and I reached the town. I did not know anything about them. All this should be different. Every salesman starting on a territory should be given a "writeup" of his territory. This should give the purchases of each merchant for a year or two before. This write-up should be arranged by towns and then alphabetically by customers. The credit man should go over this write-up and the salesman should make notes in regard to the standing of each merchant; some are good for all they want, others should only be sold sparingly, others should not be sold at all.

Then, if the sales manager has a correct record of the territory, there may be cases where good customers have quarreled with the house and stopped buying. All these cases should be gone over with the salesman. The claim manager should have his claims so arranged territorially that he could tell the salesman just where goods were held subject to order and where claims were unsettled.

Presidential Aid

While all this work is under way, the sales manager should prepare an informal personal letter and send it to all the merchants in the territory, advising them that Mr. Smith will call. Such preparatory letters should be signed by the president of the house, even if they are prepared by the sales manager. I have

learned from experience what a splendid effect it has to have the president of your company advise a merchant that you will call, especially when this letter is not signed by a rubber stamp or in typewriting, but with the president's own signature.

Let me again repeat that a salesman's job is to please. must cultivate charm. He must think and say pleasant things. He must carry sunshine with him. I know a very successful salesman who told me that he always made it a point to say a few pleasant things about his customers to the hotel clerk and even to the porter who carried his baggage. He thought of all the nice things he could say and he went from town to town saying these pleasant things. Of course, these things drifted back to his customers and his sales and profits increased.

Isn't this elementary? Isn't it simple?

Still, I have known some salesmen sit in the hotel office and "cuss" out the whole town. The proprietor of the hotel and the hotel clerk were both at the stove and listened to the talk. No doubt, this hotel proprietor and this clerk were members of the same secret order as the customers of this salesman and on his next trip, "Johnny" wondered why he did not sell any goods.

In concluding this article, let me say that you should not start out with the idea that making a success as a salesman is going to be such fearfully hard work. There is no more interesting game in the world than selling goods. There is no better training. If you go at your work in the proper

A Match Lights this Lantern

THAT'S the fact that is selling the new "Nulite" Match-Lite Lanterns and Lamps for dealers.

Dealers tell us that their sales are increasing with wonderful rapidity because of the straight removable generator that you can clean and keep on using and the "heat intensifier" that heats and lights by the flame of a common match—and the many superior features of the

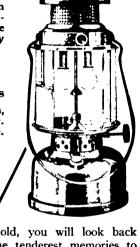
"NULITE"

Match-Lite Lanterns & Lamps

No bent, twisted, curved or coiled tubes, wires or rods to obstruct the light, either. Another exclusive "Nulite" selling feature.

For prices, write your jobber or

National Stamping & Electric Works CHICAGO, U. S. A.



spirit, there will not be enough hours in the day and night for you to work. As a salesman, you are going to cross swords intellectually with some of the brightest retail merchants in the trade. You are going to make friends and enemies. You are going to increase the business in the territory, but all the time you are doing this, you will develop yourself. You will develop your own intellect, your courtesy, your tact, self control and your sense of humor.

As Sulla Says

You will be engaged in one of the most delightful of occupations because every one of your customers should become your strong personal friend. You will be able to help a great many men. Others you will cheer. As the years pass and as you grow old, as I have grown old, you will look back with the tenderest memories to some of the customers you may meet for the first time on your first trip and I hope you will be able to say with Sulla: "I have never been outdone by any of my friends in doing a good turn."

What Kind of a Magnate Are You?

A gentleman in business on Broadway, New York, was greatly annoyed by the tardiness of one of his skilled office staff.

Calling him into the office one morning, he said: "Mr. Brown, I get here at 8:30 every morning and look over my mail; at 9 o'clock I look out of the window and see young Mr. Rockefeller on his way to the office; at 9:30 Mr. Schwab passes; at 10 I see Mr. Vanderbilt going by; at 10:30 Mr. Gould passes on the way to his office; and at 11 you come in. Who the hell are you?"



It Pays to Buy Good Tools



TRADE MARK REG

Vaughan's Vanadium Supersteel Hammers

These marks identify the strongest and toughest hammers made. Vaughan's Vanadium Supersteel is not subject to the molecular changes which cause ordinary steel to deteriorate in use.



Laboratory standards govern material, heat treatment, tempering and testing. Carpenters prefer this Hammer because the claw is beveled to assure a firm grip in pulling nails. The sides are crowned—the carpenter knows why. The handle has a hand-shaved neck and a full grip for easy driving.

All genuine Vaughan's Vanadium Supersteel Nail Hammers bear our name and are sold only under our Brand.

Sizes $\begin{vmatrix} N_0 \\ 41 \end{vmatrix}$ 20 oz. $\begin{vmatrix} N_0 \\ 41\frac{1}{2} \end{vmatrix}$ 16 oz. $\begin{vmatrix} N_0 \\ 42 \end{vmatrix}$ 13 oz. $\begin{vmatrix} N_0 \\ 42\frac{1}{2} \end{vmatrix}$ 10 cz.

Sold by leading Hardware Jobbers Write for detail circular and catalog

VAUGHAN & BUSHNELL MFG. CO.

For over 50 Years Makers of Fine Tools

2114 Carroll Avenue

It Pays to Sell Good Tools

CHICAGO, ILL.

ASTOR, LENOX GOOD HOUNDATIONS GOOD HOUND



Published Monthly by

THE BUTTERICK PUBLISHING COMPANY

TAN

BUTTERICK BLDG., NEW YORK

Our New Trade Mark!

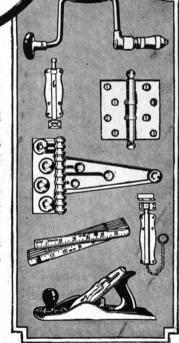
CSTANLEY STANLEY

Two Great
National Industries Unite
in Producing
the Finest in
Wrought Steel
Hardware and
Carpenters'
Tools

BECOME acquainted with these dependable products. STANLEY Wrought Steel Butts, Hinges, Drawer Pulls, Bolts, Brackets, Screen and Garage Hardware, will be a constant source of satisfaction to your customers. Any architect is glad to specify them.

STANLEY Carpenters' Tools are first in the minds of good carpenters. A STANLEY Hammer, Screw Driver, Plane, Rule, Level or Bit Brace will afford anyone many pleasing, profitable hours.

Catalogs of the above product on request. Another STAN-LEY product is Storm Sash Hardware. Write us for Folders 11B.



THE STANLEY WORKS

Main offices and plants NEW BRITAIN, CONN.

Branch offices:

New York Chicago Atlanta San Francisco Los Angeles Seattle



@ Underwood

Gentlemen, Meet Mr. Rosenwald

He took a Billion Dollars Worth of Business from Retail Merchants

E ARE reproducing here a recent photograph of Julius Rosenwald. Mr. Rosenwald is the president of Sears, Roebuck & Co. of Chicago and as such is a figure of considerable importance in the business world. We are not personally acquainted with the gentleman, but the photographer who sold us the picture says Mr. Rosenwald likes it. What's good enough for Julius is all right for us.

He looks fat and well nourished, and we understand his income tax was something awful to behold.

In 1910 Sears, Roebuck & Co. did a total business of \$61,329,792, and their profits were something over \$6,000,000. In 1919 their net sales reached the tremendous volume of \$233,982,584. Out of this they made a nice little profit of \$20,000,000.

Now Mr. Rosenwald said not so long ago the mail order business is a forced and unnatural business, and that the retail store is the logical place to buy goods. Most of us will agree with him.

Here are his exact words.

"Unquestionably, the logical method of buying goods is over the counter in a retail store. Any way you can fix it there is delay and some inconvenience to be encountered in buying from a mail order house.

"To be successful in the highest sense the mail order concern must overcome this handicap. A house is really expecting a great deal from a person when it sends him a piece of printed matter describing certain merchandise and then asks him to send his money in advance by mail before he can get the goods. After he sends the money the goods are sent to him as quickly as a finely geared operating organization can do it. But even then there is a delay. The transaction is more or less unnatural and illogical from the customer's standpoint.

"Mail order is firmly established now, but I don't mind telling you that in years past some of the greatest mail order men were so strongly impressed by the nature of this handicap that they feared mail order was a temporary proposition—something that would be flourshing today and gone tomorrow.

"Our buying, our manufacturing, our assembling of the vast quantities of merchandise necessary for our trade is, of course, a mighty task. But this task, great as it is, takes second place to selling. All our transactions on the selling end must be by mail. Complaints must be adjusted by mail. Personal contact cannot enter in."

Yet in the last nine years we have let Julius gather in one billion, two hundred million dollars,

that according to his statement should have gone into the pockets of retail merchants. Either Mr. Rosenwald is slightly mistaken about the local store being the logical place to trade or else the rest of us folks have let him get away with murder.

Progress at Express Speed

The business of Sears, Roebuck & Co. was worth \$140,000 in 1895. Since then no money at all has been put into it. The expansion has been made solely on the profits of business taken away from retail merchants. The sales in 1895 amounted to \$500,000. The business done in 1919 was four hundred and sixty times that amount.

Any merchant can profitably spend a few evenings studying Sears, Roebuck's catalog. If he will thumb over its pages, notice the amount of space devoted in the catalog to the lines he sells, pay particular attention to the way the goods are illustrated and described, and then compare these pages with his own advertising, he may discover one reason why the mail order houses do such a thriving business.

Quality for quality the mail order house does not sell merchandise any cheaper than the retail merchant can sell it. They cleverly offer certain articles as leaders and may undersell the merchant

on these items.

Success Due to Advertising

The mail order house is successful because it keeps everlastingly after the customer. It sends the big catalog, it sends smaller catalogs, it sends circulars about seasonable merchandise and special

offerings.

The mail order houses are good advertisers. They use magazines and newspapers to get business and to build up a mailing list for that big catalog. Just recently Sears, Roebuck & Co. advertised phonographs and boys' clothing extensively. They get a lot of business in these lines. But they also create a lot of customers to whom they send their big catalog and urge them to buy all kinds of mer-

chandise by mail.

Mail order houses spend millions of dollars in magazine advertising. But there is one magazine that will not accept this advertising. It agrees with Mr. Rosenwald that the local retail store is the place to buy goods and it prints only the advertising of merchandise that is sold in retail stores.

This magazine is THE DELINEATOR—a publication that every merchant knows as a leading magazine for the home. Every merchant should become better acquainted with it as the first big magazine

that had the courage to hang out a sign

"No Mail Order Advertising Accepted"

No mail order house can use the columns of THE DELINEATOR to tempt its millions of readers to get the mail order habit. What does this mean to you? Remember that THE DELINEATOR and associate magazines reach one out of five of the good homes in your town. These great magazines, in every fifth home, teach people to buy from local merchants—to purchase in your store—instead of sending their money to the mail order houses.

For your own good see that THE DELINEATOR is given full credit for its policy. Write to manufacturers whose goods you sell and let them know that a loyal magazine like THE DELINEATOR has the hearty support of the retail trade. Recommend THE DELINEATOR as an advertising medium on every opportunity. Remember that THE DELINEATOR

EATOR prints

No Mail Order Advertising No Shopping Service

These factors, together with its big circulation in good homes, makes it the greatest advertising medium for goods sold through retail stores. It is your magazine. Recommend it every chance you get.

GOOD HARDWARE

A monthly magazine for the Hardware Dealer who believes the interchange of ideas is good for the soul and the pocketbook

Edited by BEN GREELY

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Machine	63

LEONARD TINGLE, Business Manager

FRANK C. THOMAS, Eastern Manager
116 W. 39th Street, New York
Mallers Building, Chicago

J. A. TOWNSEND, Pacific Coast Manager Hobart Building, San Francisco



WILLIAM LUDLUM

Most clerks define a plane a—plane,
And let the matter end;
That there are planes and—planes,
'T is plain they do not comprehend.
There are as many kinds of planes
As there are men to buy;
Each has his plane in life and this
To make plain, we will try.

If Mr. Golfer tackles you
Tomorrow in your store,
And wants a plane, don't hesitate,
But hand him out a fore!
The barber will to scrapers lean,
The farmer to his plow,
The smoker will accept a match
And thank you with a bow.

And if the urchin off the street
Asks, "Wot plane's best fer me?"
Just use the language that he knows
And answer back—"O'gee!"
For hungry men, who hollow are,
Just recommend a round,
And for the prying kind, 't is sure,
A nosing may be found.

The jeweler will take a bead,
The hatter buy a block,
The sailor quickly choose a jack,
The judge a bench—(why not?)
And so it goes—as many planes
As there are men to buy;
You'll sell 'em all the plane that fits
If you will only try.

GOOD HARDWARE

A National Magazine Published Monthly for the Hardware Trade Edited by BEN GREELY

Vol. 2

FEBRUARY, 1921

No. 5

It's the Store That Has the Stock That Gets the Business

The store that is "just out" gets the cold shoulder. Some of the reasons why the present is a bad time to stop buying.

By Ben Greely

T is inevitable that the prices on some lines of merchandise will come down. There has been a downward revision already on some goods. The prices on some other lines will not feel the effect of lower costs for some months. But the gradual easing off of prices is inevitable and, in most instances, desirable.

That means careful buying for immediate needs. But it is as dangerous for a merchant to let his stock get too low as it is to overload.

O profit is made until a sale is made. And you can't make the sale unless you have the goods. Keep your stock up by ordering frequently. You will turn your stock more frequently than if you load up your shelves and you consequently make more money.

Don't let your stock run down to a point where you have to tell people that you are "sorry but we're just out of that."

A lost sale is a lost profit.

THE farmer is not far behind your town or city man these days when it comes to comfort and to labor-saving devices.

Now he is beginning to want to have electricity on the farm. Sales of farm power plants are increasing. We know a number of up and coming hardware dealers who got in on this business as soon as they saw the way things were going.

There is not only a profit in the sale of the power plant itself

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but also in the appliances that the farmer will naturally buy when he has the convenience of electric light and power.

The farmer's wife can now have her electric iron just the same as Mrs. City Lady. She can have the same crisp toast on the same kind of a toaster: she can make her coffee or curl her hair or clean her carpets by electricity.

Electricity on the farm means the opening up of an entirely new field of prospects for the sale of electrical appliances.



CUPPOSE the Jones Department Store does business in Bigburg and pulls a certain amount of trade from the smaller places around it. What policy shall it adopt in advertising for this outside business?

The easiest way seems to be to take a swat at the small-town retailer by making a big hullabaloo about Iones' low prices, tremendous buying power, unparalleled foresight and business judgment, ad infinitum, ad nauseum, with the direct inference that the local retailer is an inefficient profiteer.

The other way is to give the small-town merchant a fair deal and either keep away from any discussion that will cause odious and probably false comparisons, or else to go still farther and advertise to the folks in the smaller places, "Go to your local merchant first. If you cannot get what you want there, come to us."

And I have the word of several merchants who have tried it that the latter method gets just as good immediate returns, is a real builder of good will, and a lot more fun. Even John Wanamaker has tried it

He said in a recent advertise-

"A fine drive a short time ago was over good roads, past big farms, and comfort-giving homes, all of which betokened continuing prosperity.

But the most delightful thing to notice

was the improvements in the towns and villages and spacious and well kept stores in

every town.

We are not wholesalers and trying to win favor to sell goods to them, but, on the contrary, many of our best customers live in every town in the State, and this is to commend to them their own good stores, to whom they should always give the preference in supplying their wants.

ence in supplying their wants.

They can help to make their stores better by faithfully supporting them. We have an increasingly large business, and it must get larger as the store grows in attractions. We invite our country friends to come and see the fashions and only buy of us what they cannot get at their own stores.

The Bigburg Chamber of Commerce decides to put on a "Buy in Bigburg Week." The merchants contribute handsomely and the surrounding country is flooded with newspaper ads and circulars that extol the virtues of Bigburg and its merchants, and that infer that it is like throwing money away not to come to Bigburg to spend it.

If this is the way to build up confidence in the retail store as an institution there is nothing to



be said about it. Of course, it makes the merchant in the small town sore. And when his wife wants to buy a new fur coat or a gown that she cannot possibly get in her own town, he tells her to buy it in Chicago or New York or anywhere but Bigburg.

On the other hand it doesn't cost the merchant anything if, like Will H. Mathers, Delta, Col., he advertises:

"Mathers' store invites you to come to Delta to buy the many articles that are not carried by your local stores. We know your loyalty to your home town makes you patronize your local stores, but for any articles not procurable there, Mathers' is the logical, nearby trading place."



TO GET people into the household goods department of his store, Hobart M. Warriner frequently offered kitchen articles as weekly specials.

One morning by ten-thirty the salesman in the basement came to the merchant and said proudly: "Well, we've cleaned out the soapsavers!"

Right then the merchant realized that he had failed to explain to the salesman the idea back of these weekly specials.

"Cleaned them all up. At cost," he said. "Now, what good would you say it has done this depart-

"Well, we sold a lot of them."

"And lost money, too. Look here."

And he took out his pencil and figured the cost of the soap-saver, the overhead, the advertising.

"We really worked hard to lose money.

"It's my fault for not explaining to you what I want to accomplish with these special sales. Now, we've got a lot of things down in that basement—from the cream separator in the rear to the electric washer up front. Women who come in for the weekly special are bound to look at some of these. And if they are interested enough to look at them they are interested enough to talk about these things. There's where our special offer can be cashed in on. Do you get the idea?"

The next Tuesday afternoon the merchant strolled down into the basement.

"How's everything to-day?"

"Sold one of those Blue Mountain ranges."

"That all you could sell?"

"Yes, this time. But look here on my desk!

"Here are the names of every blessed one of the women who looked at a single thing on the floor. Here's Mrs. Grantland down for a fireless cooker, Herb Wakefield's wife for a refrigerator, Annie Ellerson for a cabinet, and about a dozen others. We got their names all right and we're going to follow them up."

And next December Mac didn't ask for a raise. The boss was glad to give it when he looked over his sales record.

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Operating Expenses in Retail Hardware Stores in 1919*

Net Sales = 100%

	Lowest	Highest	Common
Wages of Salesforce	2.57%	15.8%	6.2%
Other Selling Expense	0.03		.0.7
Total Selling Expense	3.02	15.8	•
2 otal Soming Empender 111111111111111111111111111111111111	J.02	10.0	7.0
Delivery Expense	•••	3.22	.0.7
Buying, Management, and Office			
Salaries	0.66	9.64	4.0
Office Supplies, Postage, and Other		J T	4.0
Management Expense	0.08	1.87	0.3
Total Buying and Management Expense	1.15	10.6	4.4
	Ū		• •
Rent	0.38	6.09	1.7
Heat, Light, and Power	0.06	1.35	0.4
Taxes (Except on buildings, income,		00	•
and profits)	0.04	1.14	0.5
Insurance (Except on buildings)	0.08	1.02	0.4
Repairs of Store Equipment	0.01	1.11	o. i
Depreciation of Store Equipment	0.02	1.6	0.3
Total Interest	0.95	8.95	3.3
Total Fixed Charges and Upkeep Ex-	,,	,,	0.0
pense	3.07	12.68	7.0
Miscellaneous Expense	10.0	3.86	0.9
Losses from Bad Debts		6.8	0.5
Total Expense	1.42	36.3	21.0

TOTAL EXPENSE

The lowest figure for total expense for any retail hardware store reporting in 1919 was 11.42%; the highest was 36.3%; and the common figure was 21% of net sales. This represents the cost of doing business. It includes all items of wages; payments for items such as postage, heat, light, taxes, and insurance; and also the salary of the proprietor, rent, whether the store is owned or leased, and interest both on borrowed capital and on the proprietor's net investment.



By A. H. Van Voris
Illustrated by Brown Martin

HOW easy and pleasant it is to make sales when everything runs smoothly—when you have the very merchandise your customer is looking for and when he makes no objection to your price!

All hardware sales are not of this kind. There are others, and they are not easy sales. But how much more pleasant they are when Mr. Hard Boiled Customer leaves your store with your merchandise under his arm!

In writing this little article for GOOD HARDWARE, I am doing so from the viewpoint of the small-town dealer. Mr. City Merchant, if this does not fit into your situation, please bear with us, for your small-town brothers have their problems, too.

There are a whole lot of different types of hard boiled customers and I can only introduce to you a few of them. Honestly, we're glad that they are few, too, in the long run.

First of all, there is The

Natural Grouch. A smile would surely crack his face; his middle name is Gloom, and he seems to hate himself for being alive. It's always going to rain to-morrow with him. Old Gloomy Grouch lives up in Sapbush Hollow and his name is Barney Mosher. It seems that Barney owns a little place and has a few cows. He heard rumors of a milk strike and of a shutdown at the receiving milk stations so he thought he'd come to town and buy a milk separator.

One day last Fall, Barney walked into our store and after making no response to what I considered an affable "Good morning, Barney," he said: "What you got in milk separators—anything worth lookin' at?"

I told him I would show him the best on the market, and as we had one right on the floor, I directed his attention to it and was about to spin the bowl for him when right out of thin air, he came at me — "Don't like the

looks o' that thing, at all. Wouldn't have one o' themseparators for a gift."

"That's all right, Barney," said I, "Hadn't thought of giving it to you but I'm going to show you several reasons why it's just the machine you've been looking for all along." I then went over the machine, explaining all the fine points and placing an illustrated sheet in his hand which pictured the inside workings of the parts under cover. I showed him the parts of the bowl which required washing; pointed out the low hang of the receiving tank-in fact, every feature to be desired in an up-to-date machine.

Then I had him turn the crank to see for himself how nicely it ran. I had to side-track him several times on the question of price and when I finally came to this point, I surely thought Barney would throw a fit right there on the spot. The company and our store were all kinds of robbers and he wouldn't listen to another word. During my sales explanation he hadn't shown the slightest sign of enthusiasm, but I was hardly prepared for this tirade.

Out He Went

Didn't he have absolute proof of what a separator should cost. for he had it right there in his pocket-page so-and-so from the latest catalog house · "farmers' Bible"? Barney said he had studied it up and that they had just as good a machine as we did. probably better; and with further cheerful remarks, he left the store. In truth, he told me that he would never trade another cent's worth with us.

Learning His Lesson

To make a long story short, a few weeks afterward, we received a letter from Barney, telling us to hold one of those—separators for him, that he would call for it next milk check day. nev came and Barney bought and I learned that his catalog house machine might do very well for water but that it was surely never made for milk. He was a hardboiled Grouch and he had to learn his lesson. I felt like saying, "I told you so" when he left but what's the use of rubbing it in? He learned that we had the real value for him and were looking after his interests as well as our own in the sale. No doubt you other hardware men, doing business in a dairy section, have just as good a separator story as this one. Goes to show that even the grouch believes in your honesty, way down under his skin.

Then there is the fellow who always knows more about your goods than you, yourself. Know-It-All is just as hard boiled, in his way. I well recall rather trying circumstance which occurred last summer when a young fellow walked in one Saturday evening with his wife, and asked to see a bread mixer.

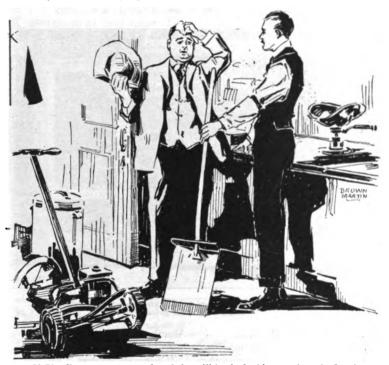
My natural assumption was that his wife would use this article and so would be the one to pick it out. Not so,-for I had no sooner started to show its construction and operation to the lady than Mr. Know-It-All took the center of the stage, remarking, "Learned your piece pretty good, aint you"? and began finding all kind of fault with the way the bread mixer was made. It was all wrong, according to his

Digitized by GOO

version and when I told him the price, he was very insistent that he had seen a price tag on it the week preceding, marked seventyfive cents less than I asked him.

This was incorrect and I pointed out the figures in our price book, too. He had a lot to say about the way we were trying to trim Can you beat it—his idea of a good joke? I believe his wife felt the same as I did, for his loud talk had attracted the attention of all our Saturday evening customers.

After all, is there anyone more annoying than the customer who takes all day to make a fifteen



If Charlie wants a snow-shovel, he will begin looking at them in June, and righs now he is telling me that he is going to buy a half gallon of porch paint some time next summer

him out of seventy-five cents. He finished talking, at last, and I felt very sure that I couldn't undo his unreasonable attitude. You could have knocked me over with a feather when he then turned to me and said, "Well, guess we'll take the bread mixer along. I was only kidding you, anyway."

cent purchase? You simply can't speed him up with an earth-quake. Charlie McGuire has a brain that works like a snail. My natural impulse is to leave him to one of the other boys when he comes to our store but I don't always "see him first." He "initiated" me five years ago and

Digitized by (Continued on page 44)

Puts Variety Into His Aluminum Sales

EVERY ten days the window of a certain western store that specializes on household utensils for the kitchen advertises and displays a special. And these specials have been the means of of the store's attracting many

interested in the waffle-iron. So she is very much better pleased by the offer than if it had been twice as good a bargain on something for which she had no need or desire whatever.

February, 1021

"Say, Mary," she tells her neighbor as she rushes across the yard with the unwrapped utensil, "see what I got today at the



Every ten days a special sale is put on of kitchen utensils which all sell at the same price

new customers each time.

But instead of showing just one special at a certain price the store will use one price and show many items at that price.

Thus a woman attracted by the price is most likely to find at least one article in the lot that she will like. It may be that she is not interested in the tea kettle, nor the double-boiler, nor the roasting pan—but she is Aluminum Shop—isn't that a bargain!"

"Guess it is, but I've got a waffle iron."

"But they have other things at the same price. They had a dandy double-boiler and——"

"Double-boiler? Well, I must get down there. I've got to get one for the children's oatmeal. Where did you say you got it?"

And the good work goes on.



The lock on the door of opportunity is never a snap



A Practical Plan for Keeping Record of Goods Out on Trial

By use of the forms shown here, a dealer can eliminate the expense and burden of a lot of involved seconds that are only of temporary value and not worth keeping

By A. F. McCarty

THE hardware store is becoming more and more the place where the housewife goes for her equipment of the more permanent kinds, like washing machines, fireless cookers, electric sweepers and other electric appliances, refrigerators, ranges and kitchen cabinets. Most of the sales of these articles result from personal work on the prospect, either at her home or in the store. and, also, most of them are made after placing for trial. The work on the prospect may be either haphazard, and, therefore, only partly efficient, or it may be systematized and made nearly 100 per cent. effective. The placing of the articles on trial involves either considerable bookkeeping to keep

track of the goods out or else some system for the purpose.

With no record except that provided by the memory for showing the state of the dealings with the prospect, many errors in diplomacy and some in quotation of prices occur. Frequently these errors defeat the object desired and the result is no sale. The systems described below are in use in a store where a large part of the sales are made outside and much goods placed on trial. systems combine in one easily accessible place the record of all the facts the salesman ought to know to follow up the deal intelligently, as well as information as to where the article is. By the use of these systems errors are

Sale	sman n-8	Cue E.J.	Will.	ams					ness uker
Date Called	Follow				XB	t.		own	City
10/15/20	10/20/20		Sneeper		Kitehen Cab.	Cooler	Refrig		
Quote Inter Sugge App'n Teft Uses	ested sted it'mt Ctlg.	171	raje	era	. Ra Cab	ngk	\$165 \$875	~ O	
Resu	ilt	will	de	al	on c	12/13	etion	9	new

prevented and useless bookkeeping is eliminated.

By useless bookkeeping is meant the making of permanent entries o a transaction as yet in the embryonic stage with a person as yet only a prospective customer at most. For instance, one washing machine in my personal knowledge was placed on trial sixteen times before it was

the prospect's name and the file is placed where easy access to it may be had. The form (Fig. 1) shows plainly how it is used.

The little cases for holding 3x5 cards and with the alphabetical tags are just right for these slips. When the prospect ceases to be a prospect, the slip is thrown away.

When an article is put out on trial, sold or otherwise delivered,

OUT OR	Date 10/15/20		
	ocum Was	her \$48701	
TRIAL	SALE	L.P.D	
ADDRESS 430	Af Smith Blank of Lunsations Glank was - aill par	Letony Experience her-favorable y Cash,	

Figure 2

finally sold. The store made sixteen entries in ink in its ledger, permanent and useless, as the machine went out, and sixteen more as it was returned. The systems described here are based on the proposition that a transaction temporary in its nature requires a record, but not a permanent record.

It is a card system in that the forms used are on paper and are 3x5 inches in size, but it is not a card system either, for the material used is very cheap paper. One of the forms is what is called the "general prospect card" and is filed alphabetically according to

an "Out Order" (Fig. 2) is filled out. This is also on cheap paper and is strictly temporary. It is the same size as the prospect slip.

The intials, L. P. D. in the upper right corner require some explanation. Sometimes the transaction involves an exchange or the repair of an old machine or possibly the placing temporarily of an article of a different size or kind from that wanted by the customer pending the receipt from the jobbing house, o the right kind or size. The letters mean "Loan Pending Delivery," and if the case comes under that head a check mark is placed against it.

IN ORDER Date 10/30/20 Machine Hoeum Washer # 48301						
TRIAL	SALE	L.P.D				
ADDRESS_A	130 Blans banstran ent of	K QX.				

Figure 3

There is also an "In Order" form (Fig. 3), to offset the "Out Order." It is used upon the return to the store of the article that has been temporarily delivered, whether on trial, loaned pending delivery of a different thing or sold. When the "In Order" is made out the "Out Order" is thrown away The "In Order" is also temporary in its

character, is made out by the salesman and is for the use of the bookkeeper in making the permanent records.

Both the "in" and "out" forms are to be used in conjunction with a permanent record card (Fig. 4), relating to every individual washing machine, electric sweeper or other major article in the store which goes in and out,

	HOCUM WASHING MACHINES							
Style A Date 10/1/20			Serial 4830/ Cost \$ 9800				Motor Reg. Sell \$/3500	
10/15/20 10/30/20 11/14/20	Out	mis	13.9	62	nith			
10/30/20	In		"					
11/4/20	Out	sold	<i>t</i> o	بح	g: He	liams	,	
	In							
	Out							
	In							
	Out							
	In				_		,	

The Tools of Their Trades

No. 4—THE PLUMBER

By Foster Ware

Illustrated by J. H. Litchfield

THERE are plumbers and plumbers.

Then again there are plumbers and plumbers and more plumbers.

That's the worst of it. You may try them all but you're lucky if you get one.

When you've got him you learn that while too many cooks may spoil the broth it takes only one plumber to take the joy out of the Saturday night bath. This is one of the best things he does.

It wouldn't be so bad if it weren't for the fact that all

plumbers are naturally tool-shy. It makes no difference which particular plumber happens to answer the hurry call. He may pack a terrific wallop in his tool bag but the one tool that is needed to stop that leak or plug that joint is always missing.

The only tool that the plumber is sure to bring along is his candle. He can't get along without that. He is the original one-candle power worker.

The secret seems to be that the plumber doesn't have to work for a living. All jobs are a pipe to him. Someone must have told him that the way to succeed was to start at the bottom and work

up. So he beats it for the cellar with his candle all lit up.

How long a plumber remains in the cellar all depends. His candle

may burn out but his luck never deserts him. Remember, the plumber is the only man who has any business in other people's cellars these days. And that's somethingin these cellarbrated, not to say, cell-ubrious days! Verily it's an eighteenth amendment that blows nobody off to the family private stock.

From which it will be seen that the plumber rushes in where angels and revenue officers fear to tread. But you can't blame him for that. His work is so seldom on the level anyway.

Besides being there with the candle, the plumber is required to know how to wield a vicious wrench and wipe a wicked joint. His tools for these are never brought to the scene of the disaster unless absolutely necessary.

The invention of leaky plumbing has been the making of the plumber. But there's one thing that he has never allowed to leak out—the truth about himself.

Sells 104 Pipeless Furnaces in Two Weeks

How the Chamberlain Co., of New Haven, Conn., mustered all its forces, and by means of intensive campaigning, with good advertising "closed" 88% of its prospects

POR a retail store to take on a line of pipeless heating systems and within a year to become one of the leading heating stores in a city of 150,000 population is a real achievement. That is what has been done by the Chamberlain Company of New Haven, Conn.

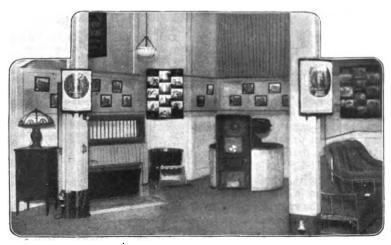
Starting with but one man giving his entire time to merchandising these pipeless furnaces and one man to install them, the department now consists of a sales manager, an installation manager, four outside salesmen, each with an automobile, and six installation crews consisting of two men each.

The pipeless booth occupies a prominent position on the main

selling floor and is equipped to demonstrate every feature of the system. There is also a permanent display, which is changed every week, in one of the large windows. The store is heated except in the severest winter weather, with one of the heaters which itself serves as an excellent demonstrator.

The Chamberlain Company's field of operation covers not only New Haven, but all the country and small towns within a radius of 25 miles. It has been noted on the map which they have worked up for display purposes, that wherever one heater has been sold, a number of others are clustered around it.

In a period of two weeks the



The pipeless heater department where demonstrations were made daily was one of the important factors in the success of the campaign

store ran an intensive sales campaign on the Pipeless exclusively. resulting in 104 completed sales and representing a volume of \$34,164. This is how they did it:

Thev All Helped

Everyone in the store was enlisted in the project. Not only the outside salesmen, but also the inside men, and even the girls in the office were selling pipeless heaters. Prospects of the morning or afternoon were invariably followed up the same evening. Inquiries over the telephone or by mail usually had a heating engineer out at the house within a few hours. No prospects were left to die of old age. The figures prove that 88% of all prospects listed during the campaign were closed and cash taken with the order.

A consistent advertising policy was adopted. The ads were given plenty of space in the newspapers and got a convincing message across each day.

Considerable time was spent dressing and arranging the pipeless display, both in the window and in the booth. An appeal to the eve was made through heaters in various stages of erection, fake fires burning in them, balloons suspended in the air by a current from an electric fan under a register, and attractive signs calling attention to salient features. An appeal to the ear was made by means of a telephone enunciator which made it possible for a demonstrator to get his message audibly to the crowd outside the window; to the sense of touch by castings placed conveniently so that they could be handled and lifted in order to impress people

with the weight. In other words, the appeal was directed to the feeling as well as the thinking mind.

The Chamberlain Company also capitalized on its reputation. Established in 1835, it is one of the oldest furniture stores in New This was an important factor in overcoming sales resistance. Even though some people were skeptical about the heater and its functioning properties. that fact that Chamberlain's sold it and guaranteed it was sufficient.

Tort and Retort

An Irishman was sitting in a station smoking, when a woman came in, and sitting beside him re-marked: 'Sir, if you were a gentleman, you would not smoke here!'
"Mum," he said, "if ye was a

lady ye'd sit farther away."

Pretty soon the woman burst out again:

"If you were my husband, I'd give you poison!"

"Well, Mum," returned the Irishman, as he puffed away at his pipe, "if you wuz me wife, I'd take it."

Couldn't Lie

Doc had bad luck on his fishing trip and on his way home entered the butcher shop and said to the dealer:

Just stand over there and throw me five of the biggest of those trout!"

"Throw 'em? What for?" asked the amazed dealer.

"So I can tell the family I caught 'em. I may be a poor fisherman, but I'm not a liar."

She Made Him Tender

Wife (complainingly): "You're not like Mr. Knagg. They've been meared twenty years and Mrs. Knagg says her husband is so tender." tender.

Husband: "Tender! Well, he ought to be, after being in hot water all that time.

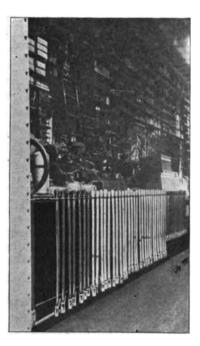
Places His Axes in the Right Place

NE day a customer absentmindedly let his left hand run along the edge of a counter in a hardware store as his eyes were focused on the tool shelves. In that way his palm came in contact with the edge of an axe that was one of a lot on a display stand. It was turned edge out, so that this was an accident quite likely to happen.

The customer received a bad cut; it might have been serious had not the doctor been summoned from the office above. As it was, the store had a doctor's bill to pay and lost the good will of the patron who naturally figured that the accident was due entirely to the carelessness of the store. And the danger of legal suit came into the matter.

It would be difficult for such an accident to occur again in that store. As soon as this case was disposed of, the manager began to plan a way to prevent future accidents. He and his men had been so close to the display all these years that the thought of danger had never entered their heads. His remedy was simple, and it resulted in a much better display.

Along the edge of the counter top he screwed the largest size of screw-hooks, the points all turned one way. Into these screw-hooks were placed the ends of the axe handles. Thus they all hang there supported by the hooks and the turn in the hooks keeps the blades of the axes uni-



By using a series of screw hooks this dealer devised an ase-rack which prevents accidents

formily turned toward the front of the counter. The display is much better, too, as can be seen from the accompanying photograph.



Attorney General Palmer says he will be glad to get back to private life. It was not public protest against his resignation that kept him in office.

Pittsburgh Gazette-Times





Pasadena Merchants Boost Business 30% in Buy-at-Home Campaign

For six months the retail merchants of this live city hammer home in a vigorous way the idea that Pasadena dollars ought to stay in Pasadena

By Robert D. Sorver

IN Pasadena, Cal., they are 100 per cent. strong for the tradeat-home idea, the reason being that they have tried it out and have found by means of one of the most successful campaigns of the kind ever instituted, that it works.

Pasadena was a good city but it had one big disadvantage from the merchants' point of view. It was too near Los Angeles. Los Angeles was always offering inducements to draw the Pasadena citizens away from their own home town stores and, being much larger, it claimed to give them

more variety from which to choose. This state of things continued until June, 1919 when the Pasadena Merchants' Association got together and decided to bring the dollars back into their own pockets instead of letting them slip into those of their rivals in the other city.

First, they appointed a main committee to handle the campaign which lasted six months. They got the cooperation of the leading merchants, knowing that once they were interested, the little shop men would follow suit. Each one agreed to contribute



A feature of the campaign—the merchants' float which won first prize in the civic parade

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from \$10.00 to \$15.00 a month while the campaign lasted to meet expenses. This sum the merchants charged to advertising and, as the campaign turned out, it was the best money they ever spent for that purpose. tion of Mr. D. H. Schuhmann, an experienced publicity man, who volunteered his services for the campaign. Each merchant was furnished with copy for his ad each day or for several days a week so that all the advertising

"PASADENA FIRST"

If every person in Pasadena were to confine their shopping to Our Home Town, Pasadena's business community would soon be twice as prosperous. Everything else being equal, every loyal Pasadenan will shop in "Pasadena First."

Here is one of the 20,000 blotters issued to Pasadena families to stimulate buying-at-home

In its letter of announcement. the committee stated that the fundamental reasons why people went to Los Angeles to trade were because they thought the variety was greater and the prices lower. These were the two points of at-Therefore the first thing they did was to make sure that Pasadena prices were lower or as low as those in Los Angeles and to advertise this fact before the public. For this purpose a service committee was appointed and special shoppers were organized for price and service comparison in the two places.

In regard to the variety of stocks, it was, of course, impossible to compete with a larger city but Pasadena shoppers were persuaded at least to try in their own town first before going elsewhere.

All the advertising copy was put in charge of a committee of local advertising men under the direcdone by all the merchants carried out a single line of thought. This eliminated the employment of an expensive advertising man.

Invitations were issued for the first get-together meeting for the drive reading:

TREMENDOUSLY IMPORTANT—yes, that's what this is.

First of all, get the TIME into your memory—6:45 P. M., Thursday, June 12th.
Then,—well the rest of it is all about a chair:

There'll be a chair set aside for YOU at that time at the Maryland Hotel. You're expected to arrive at 6:45, meet a lot of the best fellows and business me of Pasadena, and sit down on that CHAIR at 6:50. Dinner will be served you just one minute later.

The dinner'll be good, but the company'll be better. You will find a splendid lot of men there, representing EVERY LINE of mercantile business in Pasadena, because this is the BIG MEETING you have been personally told about.

Your pocketbook, your cash register your bank account and your profit balance will all be vitally interested in and benefited by what will be done at that meeting of representative Pasadenans.

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FIRST!

Being a loyal Pasadenan and being thoroughly interested in "My Home Town First,"

I Promise to become better acquainted with Pasadena business institutions by personal visits and telephone inquiries.

I Promise to buy as much of my supplies in Pasadena business houses, as it is possible for me to do, at all times giving them the preference, all things considered. I Promise to urge my friends, relatives and acquaintances to do likewise.

I Promise to inform Pasadena business men and women, directly or through their "Pasadena First" headquarters, of any difference in quality, price or service rendered between their firms and those of Los Angeles, according them always the opportunity to meet competition and adjust such differences.

Res.	Phone	
[Vame	 	

All loyal Pasadena Boosters signed pledges like this

That CHAIR—it's reserved for you, but it is very IMPORTANT that you at least have a representative, SOMEONE IN AUTHORITY there to represent you, if you CANNOT be there in person. (But we DO want YOU IN PERSON.) The business suit will be the order of the day.

business suit will be the order of the day.

If it's IMPOSSIBLE, please let us know at once, otherwise HOTEL MARYLAND, at 6:45 P. M., THURSDAY, JUNE 12th.

Cordially yours,
PASADENA MERCHANTS' ASSOCIATION.

A circular letter was sent to every business man asking for his cooperation and enclosing an enrollment blank. The dues for enrolling were \$3.00, \$5.00, \$10.00 or \$15.00 a month and each member was told to choose his own classification as to where he thought he stood in his trade com-

The next step was the distribution of publicity posters featuring the slogan "My Home Town First." Half sheet posters were sent out to be placed on all delivery wagons, one on each side, and window cards were issued for show windows.

pared with the others.

All loyal citizens were given smaller posters to paste in the windows of their homes, showing membership in the campaign.

A weekly bulletin outlining the progress of the campaign was sent out, also the use of a rubber stamp with the slogan, "Pasadena First" was suggested. Twenty thousand blotters of a similar nature were issued and 15,000 circulars were distributed to as many different families in laundry packages. Prizes were offered in the schools for essays on "Trading with your local merchant."

Large banners with appropriate inscriptions were hung across the street at two important intersections in the business section. Local newspapers lent their support all through the campaign by leading articles and, in addition, large advertisements were used daily. The women's clubs were enlisted and moving pictures showed slides of the campaign.

Banks sent out with their statements for several months an

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Built a Business on Second Hand Stoves

SELLING second-hand ranges is a good business—if one can sell enough of them.

That is the experience of Mr. Fred Forrest, a hardware man who, after failing in Oklahoma, went to the Pacific Coast and

take the old ranges off their hands. They were glad to do this, for many of the ranges they got in on deals were fit only for the junk man—so they thought. And Forrest's lot beside his combination factory-salesroomshop does look like a junk pile.

But every sixty days the stoves that are in that yard, apparently



He has built up a paying business by buying old stoves, repairing them and then selling at a good profit.

for the want of employment began to repair lawn mowers, water-tanks, heaters and ranges for people in the neighborhood.

He soon got all the work he could do—and presently found that he had a few uncalled-for ranges on hand. The he began to merchandise. From too many of the uncalled-for ranges he swung over to too many requests for them.

Then he began to advertise for old ranges, finally arranging with local stores of his city to hopeless, find their way through his shop and come out spick and span, ready to give service. He guarantees this service and makes his profit in the low price of the original transaction, as he puts work and parts into the stove that make it stand up.

Usually there are a hundred stoves about the place and a number of people looking at them.

Mr. Forrest was not willing to admit that a failure in the regular hardware game was a knockout blow to him.



To climb the hill of success, keep strictly on the level



When Father Got a Shave a Thousand Years Ago

Some of the Weird Instruments of Torture which Preceded the Modern American Razor

By Charles H. Paine

In ancient times the hirsute appendage which is another way of saying whiskers was a distinctive sign of manhood, carefully cherished and even regarded as sacred by almost all nations, among many of which its removal was looked upon as a severe punishment and an extreme degrada-

tion. The aborigines of America who were naturallv almost beardless. made themselves entirely so by plucking out the hairs of the beard. this plucking being done with the fingers; hence the conclusion that the razor

meant nothing in their young lives and the doubt as to whether they were at all acquainted with this instrument.

Razors used by savage nations, as for instance, the Tahitians, were pieces of shells and sharks' teeth upon which very fine edges were ground, sufficiently sharp to remove the insistent beard, but whether these crude "scrapers" gave the face a "clean, cool shave" is a question, and the facts concerning the kind of lather these

savages used for their beardremoving will, I think, remain shrouded in mystery for all time.

Among the Greeks and Romans, shaving was in fashionable use as a mark of civilization, the razor being alluded to frequently in the writings of Homer and, while it is impossible to state with surety

the exact kind of implement used in those days, it is safe to say that it was a straight blade of rather poor material quickly dulled and without any handle. The Chinese and Japanese who shave the head as well as the chin. use a blade



Razors meant nothing in the lives of our aboriginee brothers whose whiskers were plucked by hand.

very similar.

For more than a century Sheffield was the great seat of the cutlery trade and until the Civil War nine-tenths of the razors used in America were made at that place. The very finest steel, which razors required, was made from Swedish iron, converted into steel by a process termed "cementation," consisting of surrounding the iron with charcoal in a specially adapted furnace in such a manner that it absorbed more

than one per cent of carbon from the charcoal and thus producing what is known as "blister steel." Benjamin Huntsman invented a process for making steel of even finer texture called "crucible steel" and brought it into commercial use in 1770. This consisted of melting "blister steel" in a crucible and moulding it into an ingot weighing from 30 to 60 pounds which was, in turn, forged and rolled into bars as thick as the back of a razor.

In 1820 Michael Faraday added 1-500 of silver to "crucible steel," greatly improving the quality and the firm of Green & Pickslay and its successors for a time actually made razors of this alloy under the name of "Peruvian Steel." It is doubtful, however, whether any maker who advertised razors as made of "silver steel" as late as 1850 even knew how to produce this alloy.

The advent of the safety razor was heralded as the barber's Nemesis but the shear-wielder did not readily succumb. The writer has found that, today, a vacant chair in a barber shop is about as hard to discover as the other half of our present fifty-cent dollar.

Since Americans, on the whole, are smooth-faced, it seems that the razor is firmly established as a necessity in this country and of late years it has fallen into a number of uses not originally



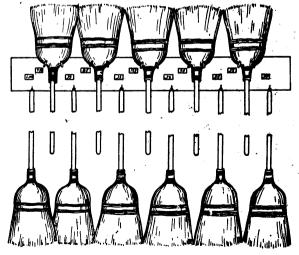
In certain circles the razor has always been an article used for "social purposes," as any Gentleman of Color will tell you.

intended. It is at once, an aid to those who desire to leave these earthly surroundings and venture into the "Great Unknown" . . . a handy weapon of defense and. I might add, offense, a demonstration of which may be seen at almost any Negro picnic, an efficient instrument for opening cans of kinds, a splendid pencilall sharpener, a valuable accessory to all who are troubled with corns. and a serviceable implement for dress-makers for ripping stitches.

The advent of the war gave the American razor-maker a long awaited opportunity and today America leads the world from the standpoint of production of high quality straight-blade razors. This country, however, has always held sway in the safety razor field and in all probability will continue to lead the world in this product in the years to come, for its use in America continues to increase in popularity.

Rack Sells and Keeps Brooms Clean

IN one hardware store the selling stock of brooms is kept in four feet of space next to the shelving: and yet this store shows as many as some stores show in double the space. Practically no floor space is surrendered and yet the brooms are well shown. A piece of white molding is run along the space used. Along the top of this at intervals of six inches are pairs of finishing nails. Between each pair of nails is hung a broom, broom part up. Then along the lower edge of the molding are single nails at similar intervals. Screw-eyes in the ends of the broom handles permit a lower row of brooms to be hung on the single nails-and are just as handy for the housewives after they get Price-cards the brooms home. are slid into brass holders at the back of the upper row and above the brooms of the lower row.



By using this wall arrangement for brooms double the number can be shown and no floor space is taken up.

Shall We Eliminate the Middleman?

A study of the present system of distribution and a defense of the wholesaler, jobber and retail dealer

By Thomas E. Collins

Director of Research
Pacific Railways Advertising Company

NO one has so far ever ventured to advocate that the Producer of goods should be eliminated and so far as we have been able to discover no one has yet suggested that the Consumer be eliminated although both threaten "strikes" to enforce their claims for a better rate of exchange between them.

The Consumer cherishes the idea of obtaining farm products from municipal markets at wholesale prices just as he vainly hopes to do when he drops in at a wayside farm during his Sunday motor trip. The farmer on the other hand gleefully contemplates selling his produce at the municipal markets at the current retail prices which he charges the motor tourist who drops in on him. Both are willing to eliminate the middleman for personal gain but neither is willing to concede to the other the middleman's compensation for his service.

The grass on the other side of the fence is alluring to both parties and they think that if the barrier supposedly erected by the middleman could only be removed each could wax fat at the expense of the other. The difficulty seems to be in the barrier between them, and without stopping to consider the reasons that brought it into existence they resolve that it should forthwith be eliminated just as though the result of economic law can be obliterated by a set of resolutions.

THE domestic exchange of commodities in America is more highly developed than its foreign trade. The states west of the Mississippi River exchange their products of the soil with the eastern states for the products of mill and factory. The West could not possibly prosper, progress and develop without the aid of steam and electrical equipment, tractors, automobiles, housing appliances, shoes, clothing, drugs, medicines and sundries, farming implements, printing presses, books and the thousands of other articles produced in the eastern states.

Neither could the East possibly produce these articles without the raw materials and food stuffs produced in the West—the wheat, corn, beef, pork, hides, wool, fruits, lumber, gold, silver, oil, eggs, butter, dairy products and thousands of other materials necessary to the people of the eastern states.

Our American civilization has reached a very high plane. The Westerner enjoys reading the magazines published in the East after his evening meal and the Easterner delights in the juicy oranges from California with his We have been caught by

"direct from factory to

you," "save the middle-

man's profit," and

others creating the im-

pression that since the

distributor is not a direct producer of com-

modities he must neces-

sarily be a parasite.

phrases.

catch-penny

breakfast, while both are made comfortable in the clothing produced by their joint efforts.

THO is responsible for these comforts, these pleasures. these conveniences, this progress. development, and, in short, this high state of American civilization?

Whv. the middleman-that much maligned factor in business. the elimination of whom so many people are constantly agitating.

We have been caught by catchpenny phrases. "direct from factory to you," "save the middleman's profit," and others of similar trend

loaded with sophisms and arguments, creating the impression that since the distributor is not a direct producer of commodities he must necessarily be a parasite.

HE services of the "middleman" are just as indispensable to society as those of the farmer, or the artisan. He has been released from the plow and from the work-bench to effect the exchange of commodities. serving the producers on the one hand and innumerable consumers on the other. Wherever a shortage of produce or commodities exists, or is likely to exist, the functioning of the middleman is alert to relieve the distress by securing it elsewhere, usually where the produce is a drug on the market. The economic pains of poverty and riches are thereby automatically relieved by an equable distribution of the product to the benefit of all concerned.

The people engaged in distributive enterprises include those of great railroads and water carriers, the thousands of wholesale and retail grocers, butchers. clothiers, shoe dealers, druggists, hardware dealers, building material and dealers, book sellers, de-

> partment and thousands of other wholesalers and retailers.

> OULD soci-✓ ety eliminate these dealers and survive? The race would not perish, but the inconvenience would force the farmers to

peddle their prod-

ucts direct to the consumers under all sorts of hardships of weather, distance, spoilage, waste and excessive costs of distribution. More than half of the farmer's time would be required in marketing his product. thereby reducing to a great degree his capacity to produce.

The neighborhoods of the greater cities would go to work hungry without the corner groceryman and probably die at night without the neighborhood druggist. The mechanic would be forced to spend more than half his time searching the countryside meat, eggs and other foods to sustain him and his family, should all the grocerymen strike.

The Easterner would have to forego his oranges from the West, his grapefruit from Florida, his rice from Louisiana, his flour from Minnesota, his coal from

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Pennsylvania, his iron from Michigan, his rubber from South America, his sugar from Cuba, his jute, hemp and other materials from India, as well as his chemicals and medicines from Europe, should the distributors or so-called "middlemen" cease to function in society.

The Westerner would be forced to go back to the pioneer days, live in a crude log hut lighted with fagots, menaced by marauders, without the conveniences

of modern civilization or a market place for the products of his soil. To advocate such a situa-

Without the Middleman, the Easterner would have to forego his oranges from the West, his grapefruit from Florida, his coal from Pennsylvania, his iron from Michigan, his rubber from South America. The Westerner would be forced to go back to the pioneer days, live in a crude log hut without the conveniences of modern civilization.

exactly what is sought when the consumer or the producer seeks to eliminate the distributor.

HE middleman was brought into existence by the consumer and producer thousands of vears ago because of the necessity for his services when trading first began. Commencing with the introduction of the Rochdale system, nearly one hundred years ago, misguided public sentiment has been advocating the elimination of the middleman. Rochdale system failed in America, and after one hundred years of operation in the most stable and permanent communities of England it has not driven out the developed system of the middleman. The very fact that the middleman has survived against all attacks and all attempts to dislodge him demonstrates his fitness to survive, which is sufficient evidence to the thinking person that he will survive as an economic necessity.

Modern commerce developed our present distributive system and depends upon it for its existence. To advocate the elimination of this system is to advocate our return to rural conditions and the reduction of

America from its industrial supremacy to a nation of small shopkeepers who will distribute

as well as manufacture their wares; for example, the "pin money pickle" type who manufactures preserved fruits, candies and specialties of all kinds and sells these articles direct to the consumer.

A situation of this kind would disrupt the social organization of large cities and industrial centers and force the release of thousands of workers now engaged by the larger industrial organizations and compel them to engage in or with small enterprises or return to the soil.

America would then be in a condition industrially as it was during the period from 1825 to 1890, relatively of small consequence, inefficient and rural in its nature.

(Continued on page 60)

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Made Aeroplane of Washing Machine

AST March when the Utah Power & Light Company, of Provo, Utah, was putting on a washing machine campaign Mr. H. E. Holland, who has charge of the advertising and display

UTAHL POWER PRO LIGHT CO.

This washing machine running at full speed while suspended in the air started business moving

activities of the firm, chose a spectacular method to impress upon people of that city the fact that the power machine offered by that company would advance in price at the end of the campaign.

Running heavy cables across

the street between electric light poles in front of the store, a power washing machine was suspended in the air and connected with the juice. During the day the machine was run; and the noise was a means of attracting a great deal of attention. A banner from the machine read:

WASHERS GOING UP APRIL 1st

This stunt was resorted to during the last week of the month's campaign in connection with the advertising. More machines were sold during that wind-up week than were sold during all the other weeks of the campaign. Two hundred and nineteen machines were sold in the month.

LESS OF ME

By Paul Elder

Let'me be a little kinder, Let me be a little blinder, To the faults of those about me, Let me praise a little more; Let me be when I am weary— Just a little bit more cheery— Let me serve a little better Those that I am striving for.

Let me be a little braver When temptation bids me waver, Let me strive a little harder

To be all that I should be;
Let me be a little meeker
With the brother who is weaker
Let me think more of my
neighbor,

And a little less of me.

One Has To Do His Own Figuring

Waiter—"Will you have a fifteencent cigar, sir?"

Guest (at New York hotel)—
"Yes, if it doesn't cost more than
a quarter."—Life.

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The Salesman Learns That Buyers Are Privileged Characters

Some of them have cases of enlarged cranium—or a habit of keeping you waiting—or they may take 30 minutes telling you why they haven't "time" to buy

By Saunders Norvell

Illustrated by Tony Sarg

E are ready for the great adventure. Let us christen our new salesman Mr. Newman. Our first stop, a medium-sized city, is six hours away.

Mr. Newman suggests to me that there is a train that leaves Monday morning at 9 A. M "What is the matter with the train that leaves at 7 P. M. Sunday evening?" I answer. "Why not travel at night and get to work early Monday morning, thus saving most of the day?"

"All right," Newman answered, with rather a disappointed ex-

pression. "I suppose I can tell Mabel 'good-bye' Sunday afternoon."

Here you see the first question that comes up in the career of Mr Newman is the question of saving time. In talking to me about going on the road, he assured me he was willing to make all kinds of sacrifices. He was determined to succeed and then he plans to lose a whole day right in the start simply because he wishes to spend another evening with his sweetheart.

Let me digress here by saying



He plans to lose a day because he wishes to spend another evening with his sweetheart.

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that an experience covering many years in business leads me to state that Monday is the most important day in the week. More things happen on Monday than psychology of the buyer. Being a buyer is a very dangerous job. Buying, in fact, usually goes to the head. It leads to a case of enlarged cranium. When young



The salesman comes with hat in hand and is naturally very pleasant to the buyer

on any other day. More unusual letters come in on Monday. More good things come and more trouble starts. It is of the greatest importance to every man and to every business to get an early and good start on Monday. If you get a late start on Monday you seldom catch up all week.

It is also an interesting fact, borne out by the records of the time-clock, that more people are late on Monday morning than on any other day in the week. The very day when they should get down early, they arrive late. On Monday mails are delivered early from the post office and are in larger volume because there is two days' mail.

So Mr. Newman and I left on the Sunday night train at 7 P. M. When we were comfortably settled in the smoking room of the train, I said: "Now, Newman, I want to talk to you about the men are brought up in a Buying Department without any selling experience, they get a very onesided view of life. They are always having people come to them as if asking for favors.

"The salesman comes with his hat in his hand and is naturally very pleasant and agreeable to the buyer. If the buyer shows a weakness in the direction of needing a good deal of appreciation. the salesman is not slow in laying on flattery-not with a camel's hair brush, but with a white wash brush. At all times good salesmen flatter in a subtle manner. It takes a pretty level-headed man to be told by many salesmen how good he is, day after day. without unconsciously absorbing the idea that he himself is something exceptional. That is why I always made it a rule to have our buyers take trips selling their own goods. These trips had a

very salutary effect in many respects.

"In the first place the buyer found that somebody could really run his department while he was away and he also discovered that it was not quite as easy to sell his 'well-bought' goods as he thought, sitting in his swivel chair in the home office. These buyers' trips gave the buyer a more sympathetic interest in the salesman, and also gave him the selling angle on business when he himself went into an office with his hat in his hand and had to make a few pleasant remarks to the other fellow.

"If you do not believe what I have had to say about buyers getting into the habit of considering themselves privileged characters, just size up any establishment and you will find that as a rule the Buying Department show an in-

clination to get down late in the morning and to leave early in the evening, not to mention the little luncheons that frequently extend to indefinite lengths, but of course while they are lunching, usually at the salesman's expense, they are always thinking how cheap they can buy the goods for their houses—sure!

"Now, Newman, you are about to learn to be a salesman. You will be up against buyers and you must study their peculiarities. Never, never, never, argue!

"Agree with your buyer. Be like Peter Paul Rubens, who, when told by a wealthy customer that his pupil, Anthony Van Dyke, was making love to his wife, Isabella Rubens, said; 'Yah, the boy ought to know better.'

"If a buyer tells you how cheap he buys a certain item, do not bet

(Continued on page 64)



The buyers who will not give a definite answer keep the salesman dangling around. They give him hopes that are dashed

There is Still a Chance to Win That \$50.00 Prize

Contest open to all hardware jobbers, dealers, salesmen, clerks, and to members of their immediate families. Closes March 20

CONDITIONS

- 1. The prize consisting of fifty dollars (\$50.00) in cash will be awarded to the man or woman sending in the most original and appropriate title to the picture which appears on the page facing this.
- 2. The contest is open to all Hardware Jobbers, Dealers, Salesmans, Clerks and to members of their immediate families.
- 3. Answers should contain the title, the name of the contestant and the hardware firm with which he or she is connected. Also, the firm's address.
- 4. No title must contain more than 12 words. Contributions longer than this cannot be considered.
- 5. Titles may be in prose or rhyme. They may be original or quoted from the Scriptures or from any author.
- 6. The picture will be reprinted in the March issue to give every reader ample opportunity to compete. The contest closes at midnight of March 20, 1921 (Eastern Time).
- 7. The judges will consist of the editors of Good Hardware, The Delineator and The Designer.
- 8. If two or more persons send in the same winning title, each will receive a \$50.00 award.
- 9. The winne, will be autounced in Good Hardware as soon as possible after the closing of the contest.
- 10. Send answers to Contest Editor, Good Hardware, in care of the jobber whose name and address are on the front cover of the magazine.

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Give the Best Title for This Picture and Win \$50.00

Can you beet it Alik?

personal letters of William, the hardwear kid

Deer Alik:

Ow are you old thing? thats wat arold awkins our english shipping clerk says to me evry mornin. vou knowe hav a new casheer, she

evur that is, and shesalittul peech, abowt sweet sick-stean nevur been kissd, (leeve it to your frend William. Alik.)

I maid quite a hit with her rite off. becaws I treeted her to a fiv cent chokolait barr and tuk her to the skaiting rink the saim nite. Beleeve me it maiks Bill Grogan mad 2, becaws he is pretty

sweet on her him self, and arold sez to me, "bi joav Willy, she's rippin, eh wot, sun?" and pokes me and I sez to him, "Golly I doant hear anything rippin, Arold." Can you beet it Alik?

I gess you doant kno anythin abowt advurtisin do you, Alik? Well I that of a good advurtisin skeam to bring peepul and kids to owrstor and I will tell you abowt it. I went down to the big skaiting rink on main st. wan nite last week and painted in big letturs abowt a foot high on the wall "you" doant hav to drink moonshine to get a skait on, go down to the korner Hardwear Stor."

then on the other side around the korner I painted "ther are skaits that maik you happy, ther are skaits that maik you mad, there

are skaits that fill you up with moonshine. but owr skaits will only maik you glad, The korner stor sells good skaits from 2 dollars up." Sum class eh. Alik?

Evervthin went nice and rozv and we sold piles of skaits, everybody and was glad until the next day the revurand Missder iones from the pisscopal church

caim to with red ทดลร and wen he found the boss he sed. tappin his stick on the floor, "Sur that sine is a dissgrais to this cristchun komewnity and I insist on be1/2 of my peepul that you have it remooved in-stunt-lee."

Well the boss did not know wat the parson was ravin about, but your frend William did, and I sed to miself, "hereis wer you kiss the littul casheer a finul goodby." Aftur the boss caim bak to the stor, I thot he was goin to give me the walkin tiket along with his numbur tens in the reer but this is wat he akchewally sed, "William you are a splendid

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w are you, old thing?" The wot our English shipping clerk says to me evry mornin



E. C. Atkins & Company, Inc.

Established 1857 "The Silver Steel Saw People"
Home Office and Factory, Indianapolis, Ind.

Canadian Factory, Hamilton, Ont. Machine Knife Factory, Lancaster, N. Y.

Branches carrying complete stocks in all large centers as follows:

Atlanta Chicago Memphis Minneapolis New Orleans
New York City Portland, Ore. San Francisco Seattle
Paris, France Vancouver, B. C. Sydney, N. S. W.

advurtisin man, but as the red noased parson only likes wun kind of skaits, yew will hav to go down to the rink with sum paint remoovur and cleen it all off. Can you beet it, Alik?

We are still gettin things into the stor, wich I know nothing Sandee Magee told me that ther wos a cais of toothless saws caim in, and that I shood unpak them and put them on display, so far I hav not seen them and I asked arold awkins and Paindexter owr cullured porter to look out for them, but thos guys doant know a toothless saw from a glass wheel barro. I didunt tell you abowt this porter Paindexter did I. He is from Noo York city. wher he sed he was in the minin biznez, so the boss sed to him, "I nevurr herd of anybody minin in Noo York city, wot kind of minin did you do?" "Kalsominin sur." sed Pain.

Well the boss sed to him, "Awlrite, as you are so fond of minin, you can kalsomine the bak shed and the baisment, when you are not bizy with your uther wurk."

Then Bill grogan plaid a grate joak on Paindexter. He sent him to the holesail hardwear after a barrul of blak whitewash and put the fellos in the holesail wise, so after Pain had brot home the barrul and opend it up in the baisment he found it full of ashes and old kans and sed, "how cum, wats dis stuff anyhow" and we were all hiding in the baisment and hollerd "Thats blak witewash Pain," "Do-gon man, you dun bin fooled again," was all Pain sed.

I forgot to tell you that the casheers naim was Purl, and beleeve me Alik she has luvly teeth like Purls, and I'll bet thats why her mother naimed her Purl. doant you think? She lets me eat my lunch in the offis with her and I hav toald my mother not to put any more oniuns in my lunch box. Satdy nite I tuk Purl to the mooveys and we saw Mary Pitchfork in "tites" and Bryunt Washbord in "Tubs ov Suds" We wood hav gon to the ise creem parlor for a rasberry puff sundae, but Purl didunt hav any mor muney. Can you beet it Alik?

The Greatest Business Asset

is character—which is but another name for dependability, the source of all "good will."

This is recognized by the vast majority of business men—wholesalers, manufacturers and retailers.

That is why they respect the obligation of an order, whether verbal, signed or unsigned, both before and after shipment.

The business man's regard for his moral obligation is as much a factor in his credit standing as his financial ability.

The entire prosperity and progress of the Nation are based upon this principle. Get Acquainted With Our

Mr. Helps U. Sellem

He devotes his entire time to helping dealers sell

Stewart Clipping Machines

He will tie your store up with an advertising campaign aimed to reach every horse, cow and sheep owner in your locality.

As you buy Stewart Machines from your jobber, we have no way of knowing you handle them unless you tell us, so write us immediately and Mr. Helps U. Sellum will get busy and show you some real business.

He has a plan for advertising your store for twelve months that's a winner, and he will tell you about that also.

Order Stewart Machines from your jobber now and write us immediately. Helps U. Sellum is a live wire.



Stewart No. 1 Clipping Machine for Horses, Mules and Cows

CHICAGO FLEXIBLE SHAFT COMPANY

5614 Roosevelt Road, Chicago

30 Years Manufacturers of Quality Products

An Ad That Started Alarm Clocks Moving

ALTHOUGH considered an all year around product, the alarm clock nevertheless enjoys better success in some seasons than others, especially so if advantage is taken of the proper time to stimulate sales

hardware dealer can apply as a window display without the necessity of calling on an expert.

At the fore part of the window should appear several well selected specimens of alarm clocks offered for sale, while the rear of the window should serve to show a frame covered with newspaper, in the center of which a space



A unique advertisement that made use of newspaper want ads to sell alarm clocks

with seasonable suggestions.

At this period every hardware dealer has the opportunity of speeding up his alarm clock turnover as the demand for this article is more pressing during the winter when folks find it harder to get up than during the other months when weather conditions are more favorable.

As an example of what can be accomplished in this direction a suggestion is given which the should be reserved in which these words appear in large letters:

SERVANT AT LARGE

Wanted: Position with several families—permanent connections desired. Best references given. Wages no object. Guaranteed not to leave or disappoint. Helpful during winter when it is always harder to awaken. References—look me over in this window.

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SELL GOOD FILES **—IT PAYS!**

Sell the Experts' Choice Files

YOU will find it more profitable to sell the best—and your customers will get a better run for their money.

The Experts' Choice file gives a longer stroke (see illustration) and cuts deep all the way. That saves time. Because it cuts deep on each stroke it saves effort. It lasts longer and gives absolute satisfaction.

Ask any carpenter or machinist how good files save him money. He is very much interested in a really good file. Read these comments:

Experts' Choice Files are real saw files, the best I have ever used, and I have been filing saws for more than thirty (30) years.
Yours truly,
Charles W. Lamb, 127 Madison St., Staunton, Ill.

I am head filer of Circular and Hand Saws for Thompson & Starrett I am head filer of Circular and Hand Saws for Thompson & Starrett Company, also for Stone & Webster Construction Company, I use only the Delta file, and have filed fifty (50) hand saws with one file and will bet I can do it again. Yours truly, B. F. Benter, 7117 Cedar Ave., Cleveland, Ohio

Write for more information to



Delta File Works

Philadelphia, Pa.



Hard Boiled Customers I Have Met

(Continued from page 13)

I shall never forget it. One morning he sauntered in and wanted to see a padlock. I didn't know him at the time, or I think I should have picked one out, myself, handed it to him, and said, "Here is your padlock, sir."

We have a full assortment of fifty or more padlocks on a display board and I took him behind the counter, where by actual count, he was forty minutes in picking out a quarter padlock for his chickenhouse. I had to ask him to excuse me a number of times to wait on other customers. but I spent a good bit of that forty minutes with him just the same.—enough to exhaust all of my sales talk on the subject and most of my patience, as well, altho I couldn't let bim see this latter disposition on my part.

I really judge that in some stores, he must be called up pretty short for he seems to like to have me wait on him. I try to be resigned when I see him coming. Believe me or not, since the padlock sale which introduced Charlie to me, he actually let me sell him a kitchen range after looking them all over for a year and a half. He became reckless, he threw all discretion to the four winds and he laid down the price of the range one day. The fact remains—HE BOUGHT.

If Charlie wants a snow-shovel, he will begin looking at them in June, and right now he is telling me that he is going to buy a half gallon of porch paint some time next summer. He has looked over all the paint cards, so he

probably has made the far off beginning of what may result in a sale for us. If he isn't hard boiled too, then I'll wear the brown derby.

Do you have any Jerry Coopers among your customers? Jerry's father is a prosperous dairy farmer living a few miles from our town. Jerry drives the milk wagon to town every morning and does the buying for his father. As I open these different types of nuts. I feel that each succeeding one is the hardest to crack-perhaps because he's in my mind at the particular moment of telling about him. For stubborn and arbitrary chaps, Jerry sure does take the cake. Beneath it all. I have a sneaking suspicion that he likes me, too.

You Have to Bully Him

Jerry is a young fellow and so am I. I recall that he quit school while still in the grades because the boys and girls teased him so about being a "fatty." He's still a "fatty" of close to three hundred pounds I should judge, and he doesn't exercise his brain any more than he did in those grammar school days. You simply have to bully him to death.

Other day he came to our store and wanted an axe helve. So happened that I had just opened a two-dozen box of them—a good grade of helve selling for sixty cents. I was getting ready to put a few in the rack when in he ambled.

"Hey there, wait a minute, I want one o' them helves" he roared.

Hard to Suit

"Just in time, Jerry, old horsetake your pick!" I said, and

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COLDWELL LAWN MOWERS



Coldwell's Imperial, a lawn mower that has never been beaten for quality

Your customers will be satisfied with

Coldwell's Imperial

TRIPLE PAWL RATCHETS
BRONZE BEARINGS
ACCURATE

REVERSIBLE BOTTOM KNIFE
SELF SHARPENING
EASY ADJUSTMENT

Coldwell Lawn Mowers are made in all sizes and at all prices. Best and most complete line in the world. Motor, Horse, and Hand

Order through your jobber

COLDWELL LAWN MOWER CO.

NEWBURGH, N. Y.

handed him four helves. I had just looked them over and I knew that they ran "even" throughout the box. Jerry didn't like the first, he wouldn't consider the second, the third was "crossgrained" and the fourth didn't "hang" good, and he wanted me to dump the whole two dozen out there on the counter for him.

Perhaps I should have done so, since he was paying for the one he should take but it didn't strike me that way just then. Anyhow, I was absolutely sure that those four were just as good as any of the rest, and I told him so. He started for the door, saving, "Well, if you won't let me take my pick, I'll go across the street to---'s store and buy one." Whereupon, I grabbed up one of those helves, made a rush for him. and poked him with it in his stomach, told him I'd lock the door and keep him there all day if he didn't take that very helve (and he is twice my size and over).

I think he liked it. I know he did, for I've tried it on him other times. He seems to look for some sort of a rough-house almost every time he comes to see us. day he bought the helve and he also took about ten dollars worth of other hardware before he left. most of it suggested sales, on my part. Outwardly he resents anything savoring of suggestion or advice, but in reality, he follows it nine times out of ten, in my experience with him. Terry's all right even if he is hard boiled. He likes rough treatment, he needs it, and he generally gets it when I wait on him. If you are skeptical that anv customer should get rough treatment, I can only prove it in his instance by saying that he always comes back for more and leaves "dairy dollars" in our hardware store.

I have in mind another type of customer who is very exasperating to deal with and he is the extremely sarcastic fellow, with some "pleasant" rejoinder for every sales point you try to make. One of them walked into our store recently, made for the cutlery case and asked to look at a razor. I inquired if I might show him a straight edge or a safety, to get a line on him.

Another Come-Back

"Let's see a safety," he remarked, and I showed him the best one in the case, if price is at all indicative of value. I told him the good points of that razor and added that I could back it up from fifteen years' shaving experience with one of them.

"Well, you may like it and you may think so, too, no doubt. Of course, it's the only one in the world, just because you happen to use it." Pleasant sort of a come-back, wasn't it? What had I ever done to him, I wonder? Possibly I shouldn't have mentioned my own use of the razor but I generally feel that in the case of anything mechanical, experience is the very best indicator of real worth.

I then showed him five other makes of safety razors and tried to bring out the good points of each. He made some witty remarks about every one and finally, without thanking me for my attention or even saying that he would think it over, he walked out. I thought he was gone, for sure, and so I soon forgot about him until one afternoon a month

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The Better Pipeless Furnace





A. W. Williamson



—and the Men Who Have Made It Possible

OMAKER—the better pipeless fur- L. D. Woodrough nace—has arrived. Made possible only by the combined effort of these three men-Doyle, Woodrough and William-The trade knows these names. Doyle, the engineer, originator of many pipeless furnace improvements. Woodrough, dreamer and worker, who battled with public prejudice against heating equipment innovations—who fought indifference and ridicule—



and won out in a big way. And Williamson, for over thirty years one of America's outstanding figures in the successful manufacture of furnaces. Broad-gauge in ideas, tenacious in his policies to "build right or not at all"—A. W. Williamson, President of The Williamson Heater Company, has earned an enviable reputation as one of the pioneer manufacturers of this country to recognize the soundness of the "quality first" idea.

A Retter Furnace and a Better Dealer Proposition

Homaker is the dust-proof furnace. It is absolutely unnecessary to open the ash pit or fire doors to shake out ashes. There is no "skimping" in size anywhere. Radiator area is 34% greater than in ordinary furnaces. Outer casing is 54 inches. The castings are centered in the casing-radiator opening is placed directly over the fire. Casings permanently anchored. Practically every detail of Homaker is an improved featuregiving most satisfactory service and offering strong selling points.

Now is the time to line up with HOMAKER—the better pipeless furnace. Write or wire your jobber or direct for full details of our Dealer Proposition

THE WILLIAMSON HEATER COMPANY

Cincinnati

DEPT. 13

Ohio

or so later, he walked in and asked for a dozen—safety razor blades. It was my make of razor and it flashed back to me that I had missed out on a sale to hin, some time ago. My natural curiosity was aroused and to stall around I asked him how he managed to buy one any cheaper than we could sell him the other day when he was in.

Can't Count Your Chickens

He said that he had looked at all the safety razors in town and that he had come back and bought the one I showed him first from another salesman. must have put a few shots over. for I know he could have bought that very make elsewhere, and sure enough, he told me that he had decided to take a chance on the razor which had suited me for fifteen years and that he had bought it of us because I seemed to know what I was talking about when I showed it to him. Goes to show we can't always count our chickens, either way you want to figure.

In these days of high prices, with other lines declining so much faster than hardware possibly can, the price-kicker is such a common garden variety that any of you readers can match just as good a story of a hard boiled "howler" as any I might relate, so I will pass him up—not as a rarity, but as one of the multitude.

These Arguing Fellows

Then there is the fellow who simply must have his own way in an argument. One of this type wanted us to order some stove repairs for him not long ago. He had a combination of numbers in

his mind which couldn't possibly apply to any range ever made. In spite of our telling him that he must look again, and showing him all of the numbers of that make in the stove repair book, he could not be convinced that he was wrong.

We told him that there would be no use in trying to order parts for a stove which did not exist and he finally went out, disgruntled, mumbling that if we didn't know the stove business any better than that, he would find someone who did. I hope he did but I doubt it. You know these arguing fellows; they're always right, and you're always wrong. The extreme type is hopeless. They're not even from Missouri.

What on earth can you do with the downright mean man? Mr. Downright Mean bought a galvanized wash tub from us a few weeks ago. I waited on him and after haggling over the price of the cheapest one in stock, he bought it—at our price. He also bought two plow shares and when he drove up to the store to get his goods, he put the plow shares in the bottom of the tub and then loaded it full of other purchases from the grocery and dry goods stores. I suggested that he had better leave the plow shares out and he suggested that I had better mind my own businessvoung feller.

Well, next day he brought the tub back and said it leaked when he got it home. Sure enough, I found that those plow shares had jammed the crimp in two places and had opened the seam. He wanted it replaced but it happened to be the last one of its kind,



Been in the Juvenile and Baby Vehicle Business

For many years, the name Diemer has been to the trade, synonymous with originality, distinctiveness and quality, in the manufacture of juvenile and baby vehicles

——The Line Beautiful. ——



The American Metal Wheel Co.

The Witzler Woodwork Co.
Perrysburg, Ohio

The National Wheel Co. Perrysburg, Ohio

SALESROOMS

New York, 878 Broadway Chicago, 1319 Michigan Avenue San Francisco, 718 Mission Street New York, 890 Broadway Baltimore, 787 N. Lombard Street Montreal, 206 St. Catherines Street, E.

Write to your jobber or to the Company, Toledo, Ohio

and so, rather than argue with him as to whose fault it was, I offered to have it fixed for him. Our tinner was out on a job, so I took the tub to a local tin shop and asked to have it soldered in those two places and then tested for a leak.

An hour later I went to the shop for the tub and found that Old Downright Mean had been there and lo and behold, had ordered it soldered all the way around the bottom. This job took over a quarter of a pound of solder and twenty-five minutes work and I thought I got off easy at forty cents. A little solder on the two broken places would have mended it satisfactorily and we weren't to blame for its condition anyhow.

His Idea of Fifty-Fifty

When he called at the store for it, I reminded him that this was an inexpensive tub and that forty cents from the profit would be a bad deal for us and I offered to go fifty-fifty with him, since he was the one to order all this soldering done at the shop. He went up in the air, and we went down into our jeans for the forty cents. I hope it leaks every time he uses it for he has no wife. I doubt if any woman would live with him for five minutes; he must begrudge the very air he breathes.

Friends, here are a few hard boiled customers I have met, but, thank Heaven, they are not only few—but far between—in the long run. Sometimes its fun to crack the shell, but nut-cracking for a steady diet would not be very wholesome for the Hardware Man, so let's not take them too seriously.

The Sticker and the Striker

A hammer once said to a nail,
"Your value don't begin
"Until I knock you on the head
"And start to drive you in.
"You have a head, I must admit,

"But nothing seem to know "Until you are to usefulness

"Awakened by my blow."
"Tis true," replied the nail, "but I,
"As soon as you are through,
"Stick on the job, my first and last,

"As I was meant to do.
"I am no rover, once in place

"I never start to hike—
"While you swing this way and swing that,

"Forever on the-strike."

Another Relief Fund [From the Nepszava (Amer kai Magyar Nepszava.)]

Personal

I am looking for my wife, Mrs. George Schomberger, nee Agnes Schomberger, who left my bed and board on October 26th, taking with her my 2300 dollars. I should like to get in touch either with her or those who know her whereabouts so that I can send her a special sum of 100 dollars so that she can get even further away.

GEORGE SCHOMBERGER 1994 W. Jefferson Ave., Detroit, Mich.

Ups and Downs

Mother—Did you call Edith up this morning?

Daughter—Yes, but she wasn't down.

Mother—But why didn't you call her down?

Daughter—Because she wasn't

Mother—Then call her up now and call her down for not being down when you called her up.

—Philadelphia North American

Old-fashioned Mother.—The reason more bedtime stories are not told to children these days is that the children come in after mother has gone to bed,—El Paso Herald.

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The street of th

A careful reading about how Nesco Perfect Oil Cook Stoves are built will acquaint the reader with special features and show that the stoves are built for service.

The feed pipe line is made from heavy wrought iron pipe. To avoid danger of leaking and possibility of breaking at the joint, this pipe line is welded to the sub-tank. The upright branch pipes for each burner are welded to the main line.

There is no solder to crack and allow leaks. Then the sub-tank. This tank is one piece drawn into shape and heavily lead coated. Where the pipe line enters there are heavy flanges that fit around the pipe one inside the tank, the other outside. For support a steel bracket is fastened to the sub-tank and to the stove top.



The Four-Burner Nesco

TATION TO SECTION OF THE STANDARD STANDA

The stove itself is very substantial; extra heavy steel is used throughout. The stove top is reinforced with 'U' bars welded to the underside. Sturdy expresses the impression one gets when looking at the stove.



OIL COOK STOVES

The Japan finish is beautiful. All the horizontal surfaces are jet black, the uprights, except the legs are a beautiful Nesco Grey with sort of a greenish hue—suggestive of cleanliness, the kind that can be cleaned and that looks beautiful.

Thus you see the stove is built for service.

Combine these construction features with burning qualities and the exclusive Rockweave Wick and you have a stove that sells satisfaction—the sort that helps your reputation and profits. Such is the

NESCO PERFECT OIL COOK STOVE

Ask your jobber for Catalog No. 29 fully illustrated in color

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Pasadena Merchants Boost Business 30%

(Continued from page 24)

enclosure asking their patrons: "Have you not, during this past month, issued many checks payable to Los Angeles business houses, that might rightfully have gone to Pasadena business men? Try, during next month, to confine your shopping to Pasadena; and so convince yourself that the merchants of Your Home Town offer you the same goods, the same service and the same prices as their Los Angeles competitors. Does it not seem to

In the civic parade in January the merchants' float, "Pasadena First" won the first prize.

you, that—everything else being equal—your patronage should loyally go to 'Your Home Town First?'"

No stone was left unturned to make the campaign successful and

the success has been lasting. Business is a great deal better in Pasadena than it was two years Many new accounts were opened during the campaign and because of the campaign. For individual stores, according to the campaign secretary, there was an increase of from 10% to 100% and on averaging up the total business of the city, the increase shown was from 25% to 30%. One concern, the Liviti Water Company, ioined the movement. added 30 new customers to its list within 48 hours.

Not only did Pasadena citizens respond to the call to boost their home trade, but many buyers from the surrounding places, who were attracted during the campaign months, continue to patronize Pasadena stores.

ENROLLMENT BLANK "PASADENA FIRST" MOVEMENT

Name	
per	· · · · · · · · · · · · ·
Line of Business	· · · · · · · · · · · · · · · · · · ·
Address	
Telephone No	

Please send Membership Certificate, to be displayed by me, during and after the period of this campaign.



Is Your Competitor Gaining a Point Here-

T HOUSANDS of up-to-date handware men are saving time, labor and materials in their repair shop by using Kester Acid-Core Wire Solder.

It carries its own flux in a sore of pockets in the wire and releases it on the job as solder is melted. Makes every job properly fluxed. Does away with an operation in soldering—separate application of flux.

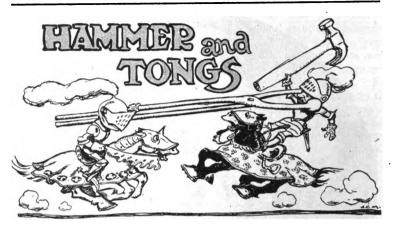
You can also increase profits selling this self-fluxing solder to your customers—electricians, repairmen, tinsmiths, garagemen, plumbers, farmers, automobilists and householders. It is used and endorsed by thousands

Kester Acid-Core Wire Solder

is as easy to sell as a box of tacks. Stocks two items in one. Does away with waste from cutting and overweights. Comes in ready-to-sell sized packages. One pound coils in cartons and on one, five and ten-pound spools. Ask your jobber.

CHICAGO SOLDER Co. CHICAGO, U.S.A.

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Time to Go

He had held forth for so long on the subject of his adventures that the entire smoking-room was distinctly bored. Finally he reached India.

"It was there that I first saw a man-eating tiger," he announced,

boastfully.

"Pooh! that's nothing," said a mild-looking little man, edging towards the door. "I once saw a man eating rabbit."

And he sauntered gracefully out.

Everlasting Fire

Mistress (to cook from the country)—"Well, what do you think of our gas fires?"

Cook—"I think them wonderful, ma'am. Why, those in the kitchen haven't gone out since I came here over a week ago."

Etiquette First

Mother was very keen on correct deportment, and never lost a chance of instilling it into Mabel.

"There's one important thing, my dear," she said. "You must never point at anything."

"But, mamma," objected the girl, "suppose I am shopping, and don't know the name of a thing?"

"Then let the assistant show you everything in stock until he comes to the article you desire."

Altruism All Round

Lady (who has given beggar a quarter)—"Don't imagine I believe in you. I only give you this because I like giving."

Beggar—"Well, make it a dollar lidy, and thoroughly enjoy your-self."

Naturally

She—Why do they put corn meal on the dance floor?

He—To make the chickens feel at home.

Might Weaken the Firm

Two brothers ran a general store in a small Western town, where they had quite a trade in wool on barter. One of the brothers became converted at a revival meeting and urged the other to follow in his footsteps.

"You oughter jine, Jake," said the converted one. "You don't know how helpful and comfortin' it is to be a member of the church."

"I know, Bill," admitted Jake thoughtfully, "an' I would like to jine, but I don't see how I kin, now."

"Why not?" persisted the first. "What's to prevent it?"

"Well it's just this way, Bill. There has got to be somebody in this firm to weigh this here wool."



Lawn Mowers Lead all others in mechanically

precise construction, long life and unquestionable quality.

Be sure you send for our free salesmaking helps-car or window cards, poster, counter literature, booklet on "How To Care For The Lawn" and ready-made advertisements with illustration cuts.

Get ready for the buying season now.



Your Window Trim for Washington's Birthday

THIS display is especially recommended to the merchant who does not care to make an expensive trim, but who wants his window to be timely.



Obtain a section of a tree trunk three or four inches in diameter and nail to the floor of the window. Chop off top in a ragged manner to resemble the effects of woodchopping. Force the blades of two hatchets into the top end, with handles outward.

Place the staff of an American flag between the hatchets. Wrap log with bunting in such a manner that bunting and tree bark will show in alternate sections. In the window hang a picture of George Washington with a typewritten chronology of his life. Fill the window with merchandise.

Lincoln's Birthday

BTAIN a bust statue or photographs of Lincoln and place in your window. At front of window hang typewritten copies of Lincoln's Gettysburg address and of his favorite poem "Why Should The Spirit of Mortal Be Proud?"



These can be found in school books. If you possess books containing old prints illustrating Lincoln's boyhood and career, place them in window with pages open at these prints.

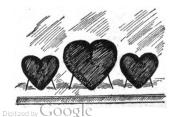
Have your banker obtain for you new Lincoln pennies which you can give out in change on that day.

St. Valentine's Day

USE one large and two small heart shaped easels.

The center heart should be 4 feet high and the smaller ones 2½ feet high. The easels can be made either of wood or of heavy cardboard, the heart shape design being penciled and then either sawed or cut out.

Cover the boards with red cloth (preferably velvet) securing it with brass headed tacks. Fasten an L. shaped easel back to the hearts and stand in window. Drape white or gray cloth over floor and back of window and place thereon and on easels merchandise suitable for Valentine presents.



"Save Your Back with a CADILLAC"





Easy to Operate Easy to Sell Because—

its friction-driven soft bristle carpet sweeper brush does not injure the nap. Its large motor gives powerful suction. The motor is universal, operating on either D.C. or A.C. current.

Motors furnished for any voltage from 32 up to 250 Volts without extra charge.

Current is turned on and off by means of push button switch in patented pistol grip handle.

Not a so-called assembled machine—but built entirely in our own plant.

Weight twelve pounds.

Four sizes and styles to select from.

Extra attachments for cleaning practically everything in the home.

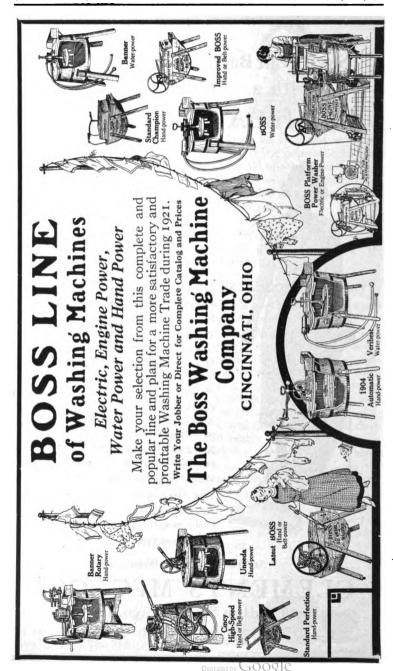
Twelve years on the market.

Ask Your Jobber or Write

CLEMENTS MFG. CO.

610 Fulton St., Chicago, Ill.

70 Duchess St., Toronto, Ontario, Canada



Speeds Turnover on Garden Hose

If you can find a way to increase your business without increasing your investment or to do more business with less money invested in stock, it means more profit at the end of the year. There can be no argument about it. If your investment is cut down you can use the extra capital for other purposes; if business is increased on the same amount of stock, the extra profit is obvious.

On a thing like garden hose for example, it is being recommended that 5% in. be gradually allowed to take the place of ½ in. and ¾ in. It means stocking one size instead of three. This means a saving in the amount of money tied up—stock can easily be kept up by frequent orders to your jobber; less storage space; less remnants at the end of the season; therefore more profit.

The following figures tell why 5% in. hose will serve the purpose of either ½ in. or ¾ in. at less cost than the latter and at only slightly higher than the former.

Size of Hose: Water pressure on main, ½ in., 45 lbs.; ¾ in., 45 lbs.; ¾ in., 45 lbs.

Size of Hose: Time required to fill 50-gal. tank with nozzle on hose, 1/2 in., 11 min.; 1/2 in., 81/2 min.; 1/4 in., 81/4 min.

Ditto without nozzle, ½ in., 9 min.; 5% in., 5½ min.; ¾ in., 5 min.

Size of Hose: Time required to supply 1000-gal. with nozzle, ½ in., 3 hrs. 40 min.; ¾ in., 2 hrs. 50 min.; ¾ in., 2 hrs. 40 min.

Ditto without nozzle, ½ in., 3 hrs; 36 in., 1 hr. 50 min.; 34 in., 1 hr. 40 min.





Elmira, N. Y.

ARE YOU SELLING THIS ARMY?

ARE YOU SELLING THIS ARMY?

Complete COBBLER OUT-FITS appeal to thrifty people. Tell them about the army of home shoe repairers and they'll be glad to join. A display of COMBINATION NUMBER 1 COBBLER OUTFIT will be sufficient to enlist many

For greater profit ask your jobber about the Star line or write for catalogue

STAR HEEL PLATE COMPANY

357-391 Wilson Avenue Newark, N. J.

KFFS (Gossett) Screen Hangers



Make it easy to hang full length

Make it easy to name run rengan window screens.

The larger openings in the "eyes" and the little guide flanges are what make the difference. They're exclusive "Koes" features.

Sold by most jobbers. If yours

can't supply you drop us a card. Kees Mf Beatrice, Nebraska

Makers of "Brownie" Roller Skates

BRAINS--AND A PENCIL

ARE THE ONLY

Tools You Need

To compete in the Picture Title Contest

> See Page 36

Shall We Eliminate the Middleman

(Continued from page 31)

CINCE we cannot stand still nor will we revert to the old order of things it will be interesting to consider our present industrial tendencies. There exists at present a class of large producers who not only manufacture their products but distribute them direct to the consumer. These are the very biggest industrial institutions, with large amounts of capital, which are equipped with well organized sales and credit departments. Branch offices are maintained in every large city and supply warehouses in all the jobbing centers.

This class has been developed during the past twenty-five years and while relatively few in number at present, yet they are making rapid strides in the domination of the business or industry in which they are engaged, and therein lies a possible danger to our future industrial welfare.

THE tendency toward commercial concentration however, making great and rapid strides. The "chain store" system serves as an excellent example of this commercial develop-The magnitude of their volume of business makes them "preferred buyers" under the present system of increasingly large discounts for quantity purchases. The management of these distributing stores is centralized and their organizations are trained and efficient. Their policy is standardized and their risk of doing business is distributed. Their great buying power results in lower costs and enables them Digitized by GOOGIC



A Live Proposition for Up-to-date Merchants

A Tool that Every Farmer Needs

MASTERS RAPID PLANT SETTER

Transplants cabbage, tomatoes, tobacco, sweet potatoes, peppers, strawberries, etc. Each plant set, watered and covered in one operation.

Saves all the Hard Labor

Is easy to operate. More than three times as fast as hand setting. Does perfect work. A practical tool. YOU CAN SELL MANY OF THEM IN YOUR TERRITORY. RETAILS \$6.75.

Ask your jobber—or write

MASTERS PLANTER CO.
221 N. STATE ST. CHICAG

CHICAGO, ILL.

to undersell the independent merchant. Their competition is slowly eliminating many of the independent dealers throughout the country, and should their advances continue it will be but a very short time before they will dominate and control the distribution of products in all large centers of the country.

Housewives' Leagues will probably raise the cry of "monopoly" against the "Big Three" or the "Big Six" who have attained this supremacy, but no remedy short of government control can aid the consumers, for the competitive neighborhood merchant will have ceased to exist through the lack of patronage. The spirit of competition will be destroyed beyond restoration and no government "pulmotor" will be able to revive it.

Danger From Chain Stores

DY the policy of pooling their D purchases the "chain store" systems multiply their magnitude of volume to such enormous quantities that they now practically have the power of eliminating the wholesaler or jobber wherever they exist by going directly to the mill or factory for their supplies. Since their contracts usually are made or will be made with but one manufacturer of each commodity, the remaining jobbers and retailers will be forced out of business.

The manufacturers who would depend upon one or a few great distributing organizations to take their entire output would live in constant dread of those organizations establishing their own producing plants just as has already been done today in several instances.

Jobbing System Essential

IT would be impossible for all of the thousands of manufacturers existing between the smallest local concerns and the largest national oragnizations to establish their own distributing warehouses, and organize sales forces and credit departments, in addition to the operation of their manufacturing plants; consequently, their existence is dependent upon the maintenance of the present established system of jobbing and independent retailing.

Many of the advantages of centralized distribution are offset by the personality of the present retailer. His lack of high efficiency can be overcome by the jobbers and manufacturers who are dependent upon him for their existence or economic independence. He should be given their help and cooperation promptly and unselfishly before it is too late. He who seeks co-operation first give co-operation. must Manufacturers whose independence rests upon the existence of the iobbers must co-operate with them in mutual self-defence, and jobbers whose existence depends upon the dealer must ally themselves with him.

THE solution of all our industrial and commercial problems lies unquestionably in co-operation. Many independent merchants have formed co-operative buying associations for the purpose of securing maximum quantity discounts on their combined purchases,

Thus by pooling their purchases they are enabled to serve the public as cheaply as the centralized chain store system. Their organizations will develop their qualities of salesmanship and merchandising and in short they can take over all the advantages of the centralized system and still retain their individuality of store ownership, their personality and voice in the operations of the system, and their freedom from industrial dominance.

Value of Co-operation

Similar organizations should be formed among the jobbers for the same purpose, enabling them thereby to serve the manufacturer and retailer at a small profit.

These two classes of distributors—retailers and wholesalers—should work together in a spirit of the finest harmony and co-operate to the utmost in serving the public efficiently and in aiding the American manufacturer, thereby preserving the present democratic system of production and distribution.

Retailers must be taught that any policy tending to eliminate the jobber is one of concentration ending only in monopoly.

Such a policy will force the jobbers to purchase or establish chains of retail stores selling direct to the consumer. "Buy direct from the wholesalers," is a familiar slogan and sounds just as sweet to the public ear as "eliminate the jobber." These are the "swan songs" of the middlemen who sing them. A few such stores in every city will demoralize the retail trade generally by

precipitating a death struggle for supremacy between two powerful and highly organized groups.

Economic necessity will in the end force a compromise or cooperation. But in the meantime our neighborhood merchant and independent jobber will have perished, thereby closing the present "open door" policy in this country for American enterprises.

Implied Compliment **Brought Good Credit** Accounts

N 1918 the Whitney Hardware Albuquerque, N. went over the names of well to-do residents of that city-people of good credit standing-who were not getting their names on the store's books. It made a list of almost 50 men.

A personal letter, over the president's signature, was written to each of these non-customers. The letter told them that their credit was considered gilt-edged by the store and that the firm would like very much to have the pleasure of extending them credit if they would start accounts.

This letter brought in returns. After a short while one of the prospects came in and drawing the letter from his pocket mentioned that he had received an invitation to come in and open an accountso he had come. And one after another the men came in.

Canned "Elabra"

Customer: Where can I find the candelabra?

New Clerk: All canned goods in the grocery department, ma'am.

It Sells Itself-

That's what merchants who handle it say about the

SLIPON

Handle Protector

This handy little handle insur-ance is packed in an attractively gotten up "self-selling" counter display carton that puts the cash over the counter wherever housekeepers see it. They buy it on sight, as it positively pro-tects their coffee pot and percu-lator handles sgainet scorching and burning and burning.

Order from your jobber today

YOUNG SPECIALTY CO.

2223 Vliet St. Milwaukee, Wis.



CAST BRASS NO RUST

to Yerdon's Hose Bandsmade of a special rust-proof composition metal. A permanently tight connection assured. Easily applied and so durable they can be used again and again. All sizes for hose ¼'O.D. up to largest Suction hose. Unequalled Automobile Hose Connections. Made in Fort Plain, U.S. A. Used everywhere. If you don't know them write for samples,

WILLIAM YERDON

No. 4 Center St., Fort Plain, N. Y.

You May Win \$50.00

> See Page 36

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The Salesman Learns Buyers Are Privileged

(Continued from page 35)

him a hat that he is wrong. Just admit the price is very low-a lower price than you have met with in your travels-and congratulate him on getting it. Never be drawn into a political or religious discussion. You, of course, have a perfect right to your opinions, but when you start out to sell quinine pills, the merchant is not especially interested in whether you are a Democrat or a Republican, nor does he care what you think of the President, nor is he interested in your religious views.

"I remember, years ago, a salesman who traveled in Colorado at the time of the silver craze. Naturally almost every one of the mining towns was in favor of the silver standard. This salesman was a 'gold bug' and he told all the trade just what he thought of the 16 to I standard. After the excitement was over it was necessary to transfer this gentleman to another territory.

"Now, my young friend, you will find some buyers enjoy having a number of people sitting around waiting for them. You will find buyers who think they raise themselves in the estimation of the entire office by cutting a salesman publicly with a short and curt reply. The only way to get even with this class of men is by a manner of formal courtesy. When a man is a cad he usually knows it. and when he comes in contact with a gentleman he will in his own heart give the same deference to him that vice itself always does to virtue.

"Ingersoll said: 'Good nature is the cheapest commodity in the world and the only thing that will pay 10 0 to the borrower and lender alike.'

"You, in time, will meet the buyer, Newman, usually the proprietor of an establishment, who will stop buying and allow you to wait and possibly miss a train, while he goes to wait on some child that wants five cents' worth of candy. This failing is a positive disease with some merchants. Notwithstanding the fact that they may have several clerks standing around, they will leave a salesman to make petty sales in person.

That Half Hour

"But the greatest trial of all is the man who takes thirty minutes to tell you that he hasn't time to buy any goods. In other words, while he was telling you he did. not have the time, he could have bought all he needed. I think these men who constantly tell you they have not time to do this or do that, are incurable. The trouble is they really think so themselves. They need training in organizing their own timein laying out a program of work and sticking to it-also frequently in eliminating small matters that should never be given their attention.

"I speak of these things, my young friend, so when you have these experiences with buyers, you will not be hurt or think they are caused by something peculiar in yourself. You will find that most puyers are all right, just like other people. Some of them are actually human, but they have their little peculiarities and many

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This Display Box Will Make Money for You!

Put it on your counter where people can see it. Every person who comes in your store is a prospect, for

Hercules Cold Soder

mends pans, repairs kitchen utensils, stops pipe leaks. Handy for the autoist. Stops leaks in gasolene tanks, cylinder cracks, radiators, etc.

Any One Can Use It

Comes in handy size tubes selling at 25c. Packed 2 dozen in attractive display carton.

\$4.00 per carton. From your jobber or direct.



Hercules Products Co.

Council Bluffs

Iowa, U. S. A.

of the peculiarities are peculiar to the state of mind of being a buyer.

Dangling Around

"Then there is a class of buyers I must tell you about that are especially irritating. They are the buyers who will not give you a definite answer. They will not say positively whether they do or do not need goods. They keep the salesman dangling around. They give him hopes that are usually dashed. For my part, I very much prefer the buyer who will turn me down in such a direct manner that I will know he means it: the man who answers: 'I do not think I need any goods'-or-'Come in later; I will look around' makes me gnash my teeth.

"I remember once in Kansas' there was a little town named 'Assaria.' It was just south of Salina. In this town there was a firm of Swede merchants, who always held me until I missed my train. Then I had to hire a conveyance and drive to Salina. Later I learned that a relative of the Swede concern ran the livery stable. He sold me, instead of my selling him.

"Then there is the merchant in the small town who wants you to stop at a certain hotel and if you do not, he refuses to buy from you. Such cases naturally must be handled with tact. With me, it always depended upon the size of the account. If the merchant whose relative or friend ran the hotel would buy enough, I was willing once a month to put up with a poor meal or two and a bad bed.

"No salesman is ever a success unless he has the ability to hold the attention of the buyer, and let me tell you most emphatically that you can not hold a man's attention unless you look him in the eye. I have noticed several times, friend Newman, that in talking to me your eyes wandered all over the place.

"In holding attention these points are to be considered: First, you yourself must have your entire attention concentrated on what you are saying. You must have the appearance of having your own attention and you can not have this appearance if you have a wandering eye and a casual manner.

Capture His Mind

"Next, you must understand the art of speaking quietly but firmly and you must also understand how to use pauses. There is one thing I have noticed very often, and that is that when you wish to hold a man's attention, if you will speak rather slowly and carefully and look him straight in the eye, often you can hold his attention, or concentrate his mind on what you may have to say. If you can not hold your customer's attention, then you are lost. You will never be a salesman. If the buyer's mind is evidently on something else and if you can not capture his mind and focus it on what you have to say, you had better make another engagement and try the buyer at some other time, because either you have not the power of interesting him or he has something on his mind of such great importance that he can not give his attention to you.

"Just note one thing and that is that when the buyer's mind is wandering, loud or fast talking or emphatic hammering on the desk do not have the desired ef-Probably this is one reason why dissipated men do not long remain successful salesmen. order to be in good mental condition, a man must be in good physical condition. When he overtaxes himself in a physical way, it is not long before his power of concentration or attention fails and when this happens it is a curious fact that he loses all influence over his customer. not talk faster than your customer can think.

"All of your work as a salesman, Newman, may be divided generally into two divisions:

- (I) The preparatory work with the customer.
- (2) The actual taking of the order.

Nailing the Prospect

"Under the heading of preparatory work, your interest begins in your customer's store or office. Your general greeting to the proprietor or buyer and his clerks is just as important as the selling. Then you make an engagement. The manner in which you approach the subject of an engagement should convey to your 'prospect' the idea that you are there to sell goods: that you have something definite in view and that you expect him to make an engagement and listen to what you have to say; that you are accustomed to being listened to and that you take the making of an engagement as a matter of course.

General Lines and Specialities

"Of course, I must discuss this phase of salesmanship in a very general way, because there are all kinds of lines of goods to be sold under varying conditions. There

is the salesman selling a general line and there is the specialty salesman selling one item or only a few items. Let us suppose, for instance, that you were selling the general line of goods-say a line of groceries, drugs or hardware. In that case the salesman's mind should be centered not so much upon selling certain items as upon the big idea of handling the customer's account. Do vou see the distinction?

The Large Accounts

"Let me illustrate it more clearly by explaining that a salesman would naturally, if small in his ideas, approach the dealer on just certain items. He will sell these few items and then take his departure, feeling that he has been quite successful, but, my dear boy, that is not real salesmanship.

"If you are selling a general line, then the big question that confronts you is: 'How many large accounts will I develop in this territory by the end of the vear?' The average merchant buys from many salesmen, but you will find that he gives the big end of his business usually to one man and you usually find that this one salesman in the territory gets the big end of the business of most of the best merchants."

It was I A. M. when Newman and I arrived at Smithtown. As we started for the elevator of our hotel, I asked him if he had left a call for 6:30. He had forgotten that, so we saw the night clerk put us down properly in his book. Usually I wake up at the exact time every morning, but it is a good plan to leave a call and it does not cost anything extra.

Next day, Newman started out

File This **Better Wav** Checks—Sales or Charge Tickets—

Here is a device that stops waste of rubber bands string

OLYLLE B ounds—string—tape—sing overy sort of paper alipe in sheaves or packages. Protects—gives ready reference. STYLE B—Preferred where packages are long, narrow or particularly thick.

Hunt's "ALRITE" Voucher and Hunt's "ALRITE" Voucher and Ticket File (Patent applied for) Holds paper firmly and conveniently in well arranged bundles—no knots to tie—nothing to break or work loose—seat and compact. Our automatic machinery makes their price surprisingly low. 187 sizes made—serving every purpose—in ordering samples give size send samples of papers you wish to file or up. Simply write us on your letterhead and we will send samples and printed forms FREE. C. E. HUNT & Co., 1805 Holden





STYLE A For general use--open

Showing STYLE A-closed



ACCURATE INCUBATOR THERMOMETERS



STANDARD

since the first "hatcher" was made

THE WILDER - PIKE THERMOMETER CO.

TROY, N. Y., U. S. A.

to sell. I carried his bag and went along with him to study how he "carried on." I said nothing, but just watched; at 4:30 we were through, at 5 P. M. we bade good-bye to Smithtown.

As we settled down in the train, Mr. Newman said—"Now tell me about my first day's work. What did vou notice?"

"All right"—said I—"Here goes—There were six dealers in our line in this comparatively small town. Three of them you sold; two you could not sell and one was out when we called and we did not see him again. Your principal weakness in your first day's work was your facility at losing time.

Time Flies!

"Item No. I—I was in the hotel office waiting for you at 7:30 A. M. You did not turn up until 8:00 A. M. THIRTY MINUTES LOST.

"Item No. 2—After breakfast you disappeared for fifteen minutes while I waited. FORTY-FIVE MINUTES LOST.

"Item No. 3—Just before lunch you went into the barber shop to be shaved and I waited thirty minutes. ONE AND ONE-OUARTER HOURS LOST.

"Item No. 4—After lunch you sat around and chatted in the hotel corridor with the hotel clerk, while you smoked a cigar. You did not write up two orders taken in the morning. You will not write them up now until tomorrow. Therefore, these orders, instead of reaching your house Tuesday morning, will not arrive there until Wednesday and twenty-four hours will be lost in shipping them, because you smoked a

cigar and talked to the hotel clerk. ONE AND THREE-OUARTER HOURS LOST.

Two Hours Gone

"Item No 5—When we returned to the hotel to catch the train, my grip was packed and in the office. You had to go back fifteen minutes earlier to pack up. Why didn't you pack in the morning first thing and bring your grip down and check it? FIFTEEN MINUTES LOST. TOTAL TIME ACTUALLY LOST—TWO HOURS.

"Item No. 6—I figure that during the day you wasted thirty minutes more in unnecessary talk that did not lead anywhere. TOTAL LOSS OF TIME FOR THE DAY—TWO AND ONE-HALF HOURS. At the same rate for the week you would lose FIFTEEN HOURS OR about TWO DAYS' ACTUAL SELL-ING TIME out of the week.

"My son, you certainly must appreciate the value of time and the necessity of time-saving if you wish to make a success. I especially dwell upon this problem of time-saving, because if you are a poor salesman, you need the time to bring up your sales and if you turn out to be a past grand master as a salesman, your time will be so valuable that it will be a shame to waste it.

"Now let me touch upon a few general points about the day's work. When you called at Mr. A's store, you walked in smoking a cigarette. Don't you know that notwithstanding the tremendous increase in cigarette smoking since the war, a lot of merchants have a prejudice against cigarette smokers? It may be a coinci-

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dence but you will remember that you did not sell Mr. A He was rather cool and distant. He did not warm up to you a bit and Mr. A is the best rated merchant in town, president of the Board of Trade, a leader in his church and probably he sells more goods in our line than any other merchant. However, he is not a 'good fellow', and is known as being 'strictly business'.

"I do not think your cigarette and your amusing story as an 'opener' made a hit with him. You will remember, you told him the story of the young fellow who was about to marry a girl older than himself. One of his friends said—'What will you do when she is forty?' and he replied flippantly—'I will change her for two twenty's.' Now, Newman,

that is a good story after the conversation has warmed up, but it is a poor opener early in the morning when the front door is open and the air is cool.

Other Goods to Sell

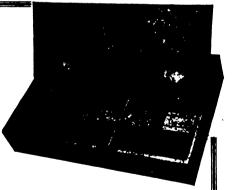
"Now you sold Mr. B and your order was a very nice one but remember, B is pretty slow to pay and owes us a good deal of money already, but even in selling B, did it occur to you that after you had sold him several new items. you went on talking about them after you had entered the items on your memorandum book? I kicked you several times; but you did not seem to know what it was about. I felt like hollering in your ear—'For goodness sake, go on. You have sold him that item. We have other goods to sell.'

THE BEST SELLERS

Known to the trade are

Wooster Brushes

In assortments for display, also in individual cartons.



Wooster Brushes

Manufactured only by

The Wooster Brush Company

Wooster, Ohio

Since 1851-One Family-One Idea-Better Brushes

Digitized by GOOGLO

"Don't Dwell"

"Did you ever hear the story of the two newspaper reporters who went to a reception at the White House when Abraham Lincoln was President? One reporter made a bet with the other that he could stop the receiving line and have a chat with the President. When he arrived in front of Mr. Lincoln he stopped to chat but the President pulled him along with his hand and whispered to him, with his characteristic smile-'Don't dwell, don't dwell.' My dear boy, in selling B you reminded me of that story. You did not move along in selling. You certainly did 'dwell.'

"C was out and we did not have time to call on him again because you wasted two and one-half hours' time in the town. If we had just had one hour of the time you wasted we could also have sold C, because he is a regular customer and he was short of some of our goods.

"Now D we did not sell because the house once made a sight draft on him and he is still sore. We called on D just before lunch and when he told you he did not need any goods, you seemed to be in a hurry to get away. You put on high speed with D when I think that was the place where you should have done your loafing, smoking your cigar and should have passed him one, because you noticed D was chewing the short stub of a cigar when we came in and if he smokes in his own store the chances are that he won't object to your smoking and passing him a twenty-five center. If I had been in your place I would have invited D up to the hotel to lunch. I would have taken a chance, anyhow. As he had quit buying you certainly had nothing to lose and if he had not come you would have gotten in your lunch invitation, anyhow.

"Now, I do not believe in hurrying customers, but I do believe in hurrying oneself. There is a great difference between hurrying the customer and hurrying the salesman. A salesman who constantly saves time, need not necessarily show it in his manner. The art of the game is saving time in the right place and wasting it where it will do the most good. That is where good judgment comes in.

Dropping in Early

"There is another mistake you made, Newman, in working this town and I think that to-day it cost vou an order. Whenever you go to a small town where the stores are bunched pretty close together, make it a rule to call on all the dealers in your line before vou settle down to sell any one Just drop in and let of them. them know you are in town. you drop in early in the morning, each one will appreciate the fact that you have called on him first but when you call on a merchant late in the day and he knows you have been in town all day, he does not enjoy the compliment of having you call on him last.

"I have known many an account lost because the salesman always called on some one else first. If you had called on all the trade before settling down to work you would have met Mr. C and the chances are that if he expected to be away in the afternoon, he would have instructed his head clerk to give you the order or he

Sure To Be A Record Breaking Seller

It sells as quick as it lights—and it's guaranteed to generate and light with a match. A handsome ornament for a home—gives brilliant, radiant light—safe, too. Minus wick, chimney, smoke, smell, grease, dirt, trouble or danger.

The "NULITE" Match-Lite Lamp

Will make the finest kind of a home lamp and scores of your customers will be eager to buy it as soon as you stock it and display it.

For Prices, Write Your Jobber or

National Stamping and Electric Works

Chicago, U.S. A.

This won-derful generator fits lamp, lights quick and sure with a single match.

might have postponed his engagement to buy from you.

Memorize Those Items

"Then, when all the clerks know you are in town, if you stand in with them, they look over their stock and get your goods on the want-list. In other words, if you have six customers in a town, you have six stores working for you at the same time, getting their orders ready, if you make a preliminary call first.

"Then, there is another point that has struck me that you overlooked and that is, it is a good idea to memorize what one merchant buys and then when you sell the next merchant, call off the same items to him. The reason for this is that frequently all the merchants in the town run out of the same items. People go around from store to store asking for them. One merchant will get this item down on his want-list, but the other merchants will forget unless the items are called to their attention."

She Was "Just Out"

One Sunday, two lovers went to church. When the collection was being taken up the young man explored his pockets, and finding nothing, whispered to his sweetheart:

"I haven't a cent. I changed my pants."

Meanwhile the girl had been searching her bag, and finding nothing, blushed a rosy red and said: "I'm in the same predicament."



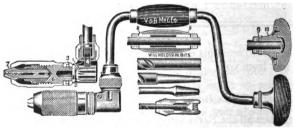
It Pays to Buy Good Tools



The Vaughan Supersteel Line

The Vaughan & Bushnell Manufacturing Company plan to bring out this year a line of quality tools, the pioneers of which, the Vanadium Supersteel Hammers and the Vanadium Supersteel Braces have already been announced in these pages.

As a distinguishing mark for its product of the highest quality and in addition to its well-known medallion the registered trade mark figure of Uncle Sam has been adopted and will appear upon all this line. This mark will not be confined to the Vanadium Supersteel line but is intended as a sign and assurance of quality comparable with the Sterling mark on silverware.



Patented Ratchet Brace No. 222

These tools will reveal upon examination and in service distinct advances in material, design and construction which assure their position as improvements over preceding patterns.

Vaughan's Vanadium Supersteel Nail Hammers in four numbers, weights 20 to 10 ounces.

Vaughan's Vanadium Supersteel Braces in four numbers, sweeps 8 to 14 inches.

Vaughan & Bushnell Mfg. Co.

For Over 50 Years Makers of Fine Tools

2114-2138 CARROLL AVE.

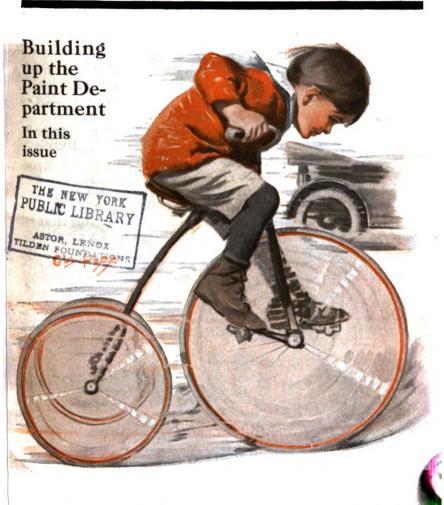
CHICAGO

It Pays to Sell Good Tools

" Good Hardware

MARCH, 1921

\$1.00 A YEAR



This number reaches every hardware dealer and every hardware jobber in the U.S.

Where do the Profits Come from in Your Razor Business



Look over your razor returns for last year.

You made as much on Gillette Blades as on all razor sales put together!

Here is a business that goes on day after day. Sales automatic. No selling effort. No selling expense.

Every sale made to a customer who is more than satisfied with his purchase.

You can't beat the Gillette as a sales-getter. Every Gillette you sell starts an endless chain of repeat sales. Profits coming in as regularly as the tick of a clock.

> Special Note.-The dealer who does not find Gillette Blades producing at least half the profits from his total razor business is not handling his Gillette trade right. Get a real stock of Gillettes—up in the front of the store!

No Stropping-No Honing

illette

Canadian Factory: 73 St. Alexander St. Montreal, Quebec

New York Chicago San Francisco London

Paris Madrid Milan

Copenhagen Amsterdam Geneva Buenos Aires Calcutta

Sydney Shanghai Singapore

Constantinople Port Elizabeth Rio de Janeiro 1 okyo





Suppose—

You could employ seventeen Knowledge Disseminators. And that the job of these K. D.'s was to call on retail hardware dealers and tell them about your house, your service, and the desirability of stocking and pushing your line of goods.

Now suppose that some of these K. D.'s were good and some were fair, and some were not so good. Some called on 16,000 hardware dealers every month, and some called on 12,000 and some on 5,000. Very few of the seventeen ever took the trouble to prove how many calls they actually made each month—some didn't say—just circulated around. Some spent more time with clerks than they did with the boss and counted each clerk as one call.

Some of these Knowledge Disseminators had enough knowledge of the trade to justify the hardware dealer in paying attention to them. But you wondered how some of them got by. But all seventeen were in the hardware field, making some calls each month and you wanted to employ the services of some, or possibly of all of them. So you looked the situation over, got a few prices and found that the average charge of these K. D.'s was \$7.00 per thousand calls.

A New Face on the Scene

Then one day a new type of Knowledge Disseminator came in to see you and asked to be employed. He was better-looking than most of the others—better dressed, more pleasing and friendlier. And you looked him over, talked to him, and found that in addition to his pleasing personality and attractive appearance, he not only knew the business but he knew how to tell his story in a way that would make hardware dealers listen to him. You knew at once that this K. D. would get the hardware dealers' attention. He couldn't very well be turned down—they would want to hear what he had to say.

Some Traveler!

So you asked for particulars and he told you,

"I have a new way of doing business. I call on every hardware dealer in America every month. I also call on every jobber and on a lot of hardware jobber's salesmen.

"This is a large order, I know to cover every dealer and every jobber every month, but I've got a peculiar system that enables me to do it. And I will give you sworn statements of the exact number of calls I make each month."

Big Job-Low Cost

"My charge for the work for which you have been paying \$7.00 per 1,000 calls is \$2.50 per 1,000 calls. In other words, I will make 400 calls for you for every dollar you pay to me. For \$1.00 I will tell 400 hardware dealers a convincing story about your goods and the hardware dealer will listen to me. One reason he will listen to me is because I am introduced to each hardware dealer by the best friend he has—his jobber.

"I never call twice on the same store in any month but I call on every dealer every month. I see everyone there is to see in the whole hardware trade, and the hardware dealers are mighty glad to see me. They take me home and I enter into the family life as well as into the business life of a great many of these merchants.

"I have a reputation for going good work for manufacturers and I am in a position to do some work for you, too, at the price of 400 calls on hardware dealers for every dollar you spend with me."

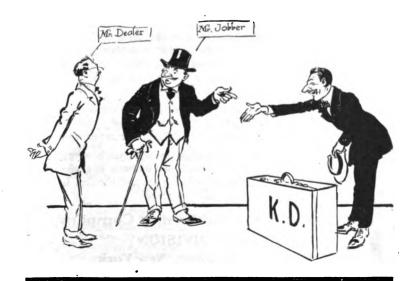
Well, now, would you hire him?

The name of this Knowledge Disseminator is GOOD HARDWARE; the rate is \$2.50 per page per thousand, and the circulation is 50,000 copies per month.

Information can be had by writing to

GOOD HARDWARE

The Butterick Publishing Company Butterick Building, New York





The List Covers Every Hardware Dealer in the Country

The racks pictured here contain the name of every hardware dealer and every hardware jobber in the United States. The addressograph plates are used to address the envelopes in which each edition of Good Hardware is mailed.

All the editing, publishing, printing and mailing is done by The Butterick Publishing Company. Every copy is mailed direct from the publication office under 2c postage.

Your message in Good Hardware will reach every hardware dealer and every hardware jobber. It is the only means of reaching the entire trade and the cost is very, very low. For information write

The Butterick Publishing Company TRADE DIVISION Butterick Building. New York

GOOD HARDWARE

A monthly magazine for the Hardware Dealer who believes the interchange of ideas is good for the soul and the pocketbook

Edited by BEN GREELY

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Butterick Building, New York

W. C. McMillan, Eastern Manager Edmund Carrington, Western Manager
709—6th Ave., New York Mallers Building, Chicago

J. A. TOWNSEND, Pacific Coast Manager Hobart Building, San Francisco



"Before we installed the McCaskey Hardware System in our business, we were having a great deal of trouble with our accounts. NOW our accounts are always posted up to date ready for instant settlement. Our customers know what they owe us at all times and we never have a disputed account."

C. H. Reinholdt & Company of Manning, Iowa, found that the time to get a customer's payment on account was when the customer had the money and the inclination to pay.

However, before such a customer could pay he had to know what he owed and they had to have his account posted and balanced to date. With their then method this entailed considerable work and delay, all of which slowed up collections. They eliminated this work and delay and speeded up collections by installing the McCaskey Hardware System of accounts which enables them to handle charges with but one writing—post and balance the account with a statement to date in the hands of the customer at all times.

It will pay you to investigate this System. A post card request will bring full details. Write it NOW.

THE McCASKEY REGISTER CO.

ALLIANCE, OHIO GALT, CANADA

MCCASICOUNTING ACCOUNTING

GOOD HARDWARE

A National Magazine Published Monthly for the Hardware Trade

Edited by BEN GREELY

Vol. 2

MARCH, 1921

No. 6

Now is the Time to Inject Some of That Spring Pep Into the Store

Change everything in sight. It's healthy for business. Pull those slow movers off the shelf and close 'em out. Rearrange your counters and displays. And start wielding the paint brush a bit

Ben Greely

UR wife tells us it's pretty near time to send the family rugs to the cleaner's and get that dining room of ours re-papered. She's planning all sorts of changes nowadays—getting awfully ambitious. We think its something in this early March air.

Anyway, the thought comes to us that this idea of the wife's (and, we suppose, of all the little wives) ought to be brought right into the hardware store. This is just about the right time for us to yank down everything in the place and give our merchandise the dusting of its young (or old) life.

A good time to pull some of the slow-moving junk we've been stocking off that awful top shelf and put it out on display at an attractive sale price.

And how about the store front? Can we brighten it up with a new coat of paint? We've been preaching the gospel of fresh paint to the trade. Let's do a little practicing.

In short, let's start fresh. Let's roll up our sleeves and go through the store from top to bottom, end to end, yanking everything out of its dark corner.

Everyone passing our store this month is going to feel like

Spring. Let's make our store and our wndows, fall into line and feel—and look like Spring, too.

We ought to tell you that we just did a little of this "practising as we preach" stuff ourselves and the editorial desk is so clean and nice looking, we don't recognize it as ours.



CCORDING to rules laid down by certain so-called "authorities," a clerk is stealing money from the boss unless he loads up every customer with five times the amount of stuff he came in to buy. The theory is this. If a man wants a stick of shaving soap sell him a razor, a strop, an electric vibrator, a shoeshine outfit and a muzzle for his pet dog. If a woman asks for a padlock, don't under any consideration let her go away without a manicure outfit, a complete set of carving knives and a patent shower-bath.

It reads well. It sounds fine when the speaker gets it off at the meeting of the Retail Merchants' Association, and he gets a generous amount of applause. But we think we should hesitate for a long time before we turned our clerks loose on a bunch of valuable customers with any such ideas in their heads.

Suppose you go into a barbershop to get a shave and the barber insists on trying to sell you a shampoo, a hair singe, a face massage, a manicure, a shoeshine and all the rest of his stock in trade until your jaws are tired from saying "No." Do you go back there again or do you go to the other shop where you can get your shave or your hair-cut without being made an object of so-called "salesmanship"?

If a man wants to buy a dollar knife and you succeed in selling him a three-dollar one and a razor that he doesn't want and a stropper that he will never use—what's the answer? Every time he looks at the knife or the razor or the stropper he thinks what a fool he was to let a smart clerk slip something over on him and what a bigger fool he would be to let him try it again.

This doesn't mean that a clerk must simply hand out whatever the customer asks for and not try to interest him in anything else. It means the desire must come from the customer. A lot of people, men particularly, can be literally forced into buying things they actually do not want. The books may show a profit on such a sale. But who can figure how much is lost in the long run through disgruntled and dissatisfied customers?

A friend of ours has defined salesmanship as "the creation of additional business at no additional expense," which is a mighty fine definition if taken in the right way. Notice carefully that phrase "at no additional expense." The loss of a customer's good-will is just as much of an item of expense



Digitized by GOOGLE

as if the clerk took a handful of good American dollar bills and tossed them into the furnace.

OMEN, who are the purchasing agents of American homes to-day, are used to buying goods by the yard. Yet if a woman goes into a hardware store to buy some poultry netting the chances are she will be quoted a price of so much a square foot. She wants to know how much 50 feet 5 feet high will cost.

We visited a successful store the other day where the price of each height is listed by the foot. If a person wants 63 feet of netting 30 inches high, the price can be had at once be reference to the list. If a customer asks about a certain height of netting, she is given a price of so much a foot. It pleases the customers, saves the clerk the trouble of figuring and prevents mistakes. Of course the prices are based on the squarefoot price, but these are translated into something the customer understands.



RECENT news dispatch says that Georges Carpentier may become the French aluminum king before he tries to become the ruler of the world's heavyweight fighters.

He announced that he was going into the ring against the high cost of living and would build a factory to manufacture aluminum kitchen utensils, with a 50 per cent. reduction from





present market prices.

"Application of American methods will make it possible," he said.

If by any chance Carpentier and Dempsey should ever get together to see whose fist has more power in it and if by any further chance Carpentier should lay Dempsey low, we can confidently expect to see advertisements announcing the strength that lies in potatoes cooked in a Carpentier stew pan or the added kick that is given to coffee that is perked in a Georges percolater, or perhaps "A Carpentier Refrigerator Knocks 'Em Cold."

UR esteemed contemporary, Jerry McQuade, editor of Drug Topics, told the druggists recently that they were letting grocers and others get away with about \$50,000,000 in business every year that rightfully belongs to the corner drug store.

We politely rise to inquire "How do they do it?" The druggist is open anywhere from fourteen to twenty-four hours a day and it always seemed to me that the shoe was on the other foot. At least I've often heard that the druggist was getting the cutlery business from the hardware man, the soap and tea and coffee business from the grocer and the automobile tire business from the hardware and auto accessory store.

How about it, Jerry?

Electricity on the Farm Opens New Field to Hardware Dealers

It offers a market for millions of dollars of new business in both electrical plants and in accessories where plants have already been installed. Only 5% of the farms are now electrically equipped and even this represents 450,000 accessory customers.

By Alex. G. Cruikshank

EARLY five hundred thousand farms in the United States are today equipped with electric lighting plants and are in constant need of more equipment and accessories.

Three million other farmers still remain possible purchasers of lighting systems and when these are installed, which they will be in time, that many more accessory customers will be added to the market.

What an opportunity for the hardware dealer! What a harvest to be reaped by the merchant who is looking just a little way ahead! The market is wide open, with not even the surface scratched. It offers tremendous possibilities for hardware merchants.

A great many dealers and jobbers throughout the United States are already acting as agents for some farm light and power plant but even they do not realize the possibilities for profit in the 32 volt field. Those dealers located in the agricultural districts, can, if they will but get busy, make this a mighty important part of their business.

One of the leading electrical papers of the country made an investigation some time ago to ascertain if possible how many farm light and power plants are at present installed on the farms of the country. Returns at that time indicated that there were about 340,000, or plants on only about 5 per cent of the available

farms. This left a potential demand for farm light and power still 95 per cent available for dealers who sell such equipment. Leading manufacturers of farm light and power plants estimate that the actual figure today is over 450,000 plants sold in the United States.

Now anyone can see the possibilities for selling accessories if not the plants themselves. And accessories give good profits. The hardware dealer is the logical man for the farmer to go to when buying equipment for the farm. The hardware man who has a good farm trade carries nearly everything in the way of equipment for the farm. The farm light and power plant is no complicated

What This Little Farm Hand Does

A small 3 h. p. motor in use on a Colorado farm, without being overtaxed, pumps all the water for 3,500 sheep, 27 cows and 50 hogs, drives a milking machine used twice a day to milk 20 cows, operates the cream separator which handles the entire milk supply and operates a corn grinder twice a day as a regular every day share of the work. In addition, during idle minutes, it drives a cucumber-seed cleaning machine to fill in the day.

piece of machinery that takes an expert to understand. If it did, it would be of no value to the farmer.

Power and light plant manufacturers have studied many different ways of selling their goods. The dealer and distributor system is the one that the vast majority are all following out. The big problem was just what kind of men made the best dealers and salesmen of farm light and power plants.

They found that the average small town or country electrician,

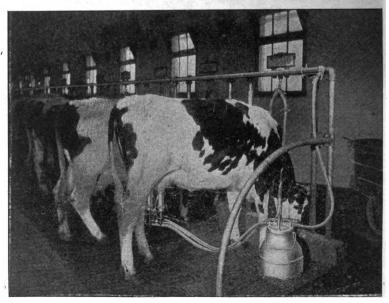


Photograph from Society for Electrical Development

Every farmer's wife makes use of the little power plant when washing day comes round and it is only one of the uses she puts it to



The electrically lighted farm-house of today gives the hardware dealer a new and large market for the sale of many fixtures and appliances



Doing the milking is another important job for which the plant is used. This method is gaining popularity every day piguzed by piguz

though he might be able to install and handle the plant, was far from being the right kind of a salesman. Nine out of ten of them were not what might be even considered second rate business men. They decided that the

the farmer but could talk to the farmer's banker and help the customer borrow the money required to close the deal. Of all the different outlets investigated, the hardware dealer loomed far ahead of all others and past



Running the grindstone is one of the many ways in which the farmer gets his money's worth out of his power plant

electrician did not make the ideal representative.

The plumbers were considered and as a whole they turned out very much as the electricians did. When you could find one that could grasp the very simple theory and working of the plant, he was far from being a business man who could deal with the farmer.

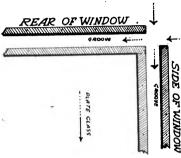
What was needed was a man trained in salesmanship with farm trade. He must be a business man who could not only talk to experience in this field has proven that he is more often a better man for the job than any other.

The farmer visits the hardware store more often than he does any other store. If the hardware manhas a plant working on show in his store, the farmer will always stop to investigate and it is then up to the salesman. No dealer wants to sell a plant hot-shot to a farmer. His farm and conditions under which the plant must

(Continued on page 38)

Tracks Make Window Panels Convenient

STORES in all lines have found that panel backgrounds and sides are an advantage where a new and fresh appearance is desired at regular intervals. Some use folding screens that do not



Window panels slide in and out on these tracks and make display changes eqsy

present a flat appearance to those in front of the windows; others use large panels which have to be propped up in order to stay in place.

But the Petersen Furniture Company, Pocatello, Idaho, has a plan that simplifies the task of fitting in the panels. In the ceiling and on the floor are tracks, those in the ceiling being exactly above and corresponding with those on the floor.

There is a track at either side and one in the rear, the tracks being formed by parallel pieces of inch-square wood nailed with a path between wide enough to allow panels to be slid in from the two rear corners as indicated by the series of arrows in the accompanying illustration. The idea, somewhat along the plan of scenery-shifts in theatres, makes it possible to make quick changes

once the new panels are prepared; and the new set may be prepared without interfering with the display that is already in use.

New Money a Good Advertisement

A N idea which will place any store on the tongue of residents in a small city or residence suburb, is new money.

Have your bank obtain newly coined pennies, nickels, and silver money sufficient for your week's change. Pass it over your counters turning the old money to your bank. Pay your employees and all local bills in the new money.

The result will be that at the end of a week the new money will be well distributed in your locality. Then head your next advertisements "Have you any of the Newly Coined Money," followed by copy which tells about the amount of it passed out by you during the preceding week, together with a store editorial about the application of the new money to the policy of your store where new goods are arriving regularly, etc. Then follow with a list of new merchandise which you are offering as features.

Your bank can obtain new money from its correspondent in New York, Chicago, St. Louis, New Orleans, etc., or wherever a mint or sub-treasury is located.

No Substitute

"Why do you use this broken scale?"
I heard the lady say.
"Because," replied the busy clerk,
"I see no other—weigh."

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Building Up the Paint Department

Some practical suggestions on how new business can be brought into the store without waiting for customers to call

By Ralph Evans

NE afternoon the deliveryman, on instructions from the proprietor, reported seven homes with "For Sale" signs on their fronts. Two of these were in need of paint. One belonged to a groceryman who was holding it as an investment; the other was for sale by the owner who was living in it, ready to move to the Pacific Coast as soon as the sale was made.

Early the very next morning the hardware man stopped in to see the grocery man. Located in an outlying district, they had but a mere speaking acquaintance.

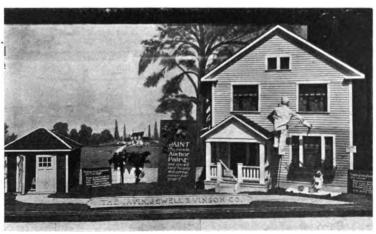
"Mr. Fredericks," he began, "I see that you have your house for sale. If I may ask, what's your price? I'm not thinking of buying, but I think I can help you get more."

"I'm asking thirty-two hundred for it. It's worth more the way they are selling; but I'll take that. I got it reasonably cheap and haven't done much to it."

"You can invest something like a hundred and twenty-five dollars in it and get from two hundred and fifty to five hundred more, I'd say. I know that house; and I know what building is costing and what real estate men say to me."

"How's that?"

"Give the place a coat or two of paint. It's light gray now with dark gray trim. You can get away with one coat on the body and two coats of paint on the trim. I'd change the trim to some other color. The new paint on the body will look better and the change in trim color and

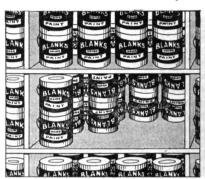


This idea was used in his window by an Ohio merchant to impress on the public the fact that it was time to paint



The picture at the right shows how one merchant turns his stock of paint upside down to prevent settling of the pigment. First row is right side up, the rest of the stock inverted every three months

One merchant puts a band of red around his turpentine and oil cans, so he can always identify them as his own when returned for credit



last spring. I happen to know that they are practically the same, both built by Brooks. If you will let me, I'll tell a painter about the place and have him

> give you a figure and let you see what trims will go with the place. All right, you'll hear from him before the end of the week."

Immediately that dealer got in touch with a painter, made a card memo-

new paint there will make a different house of it."

"Paint's high, isn't it?"

"No, not as high as the loss from leaving it off. Even if you want to hold that house for protection's sake it ought to be gone over. And the party who looks at it—and women are big factors in deciding about buying—will see five hundred dollars difference in the place."

"That's putting it pretty strong, isn't it?"

"Well, I know. I deal with these people. I see cases almost every day. My greatest sales of paint for two years have been to people who are putting their old houses in shape. Ask your real estate man—you may be selling the place yourself, but ask one anyway.

"There are two places on Oak, the next street to where your place is, one sold and one is still up and there was \$400 difference in their prices, in favor of the one that went. It was painted randum and slipped that into the calendar pad of his desk to come up for notice Friday. When Friday came the painter had the measurements and had done the figuring.

The grocer came to the hardware man's way of thinking; for he gave the painter an order the next week.

A visit was made in connection with the second house. By that time others were spotted in the



An illustration of a simple and successful window which sold a lot of paint for one hardware dealer

same class and likewise followed up. Sometimes an order for inside wall materials would be given. Thus, although there was very little new building in that locality, this hardware dealer found heavier sales than ever for his paint stock.

can, they usually expect to get their money back when it is returned. To avoid the return of cans not secured from him, this merchant paints his with a broad red band.

The pigment in paints, especially those in which turpentine is



This merchant makes use of the comparison between the bark on a tree and paint on a house—the former, nature's way to protect wood while growing; the latter, man's way to protect the wood on his building

Now as to some of the problems the hardware merchant has to face in connection with his paint department—for this department presents just as many difficulties as any in the store. Here are a number of clever ideas which have made money for paint dealers:

One merchant saves his empty twelve-gallon varnish cases, equips them with little wooden wheels and a simple handle and presents them to the children of his customers. They are painted a bright red, and the merchant's name is lettered in white. The cost is slight considering the advertising value.

When people go to a paint store for a gallon of linseed oil or turpentine and pay 10 cents for the employed, settles to the bottom of the can and becomes hard. The customer must then spend a lot of time in stirring it and often does not mix it thoroughly, with a poor job as the result. So one paint dealer we know turns his cans of paint upside down every three months, all except the front row on the shelves. These remain the right way up. The stock, however, is reversed every three months with the result that the pigment never becomes hard. This saves the customer a lot of trouble and insures the paint being thoroughly mixed before it is applied, which, in turn, means a satisfactory job.

The Bateman Hardware Company of Salida, Colorado, has

(Continued on page 42)
Digitized by GOOGIC

Spring is Open Season for Selling Washing Machines

Just get behind and boost your product and Blue Mondays among the housewives in your community will give way to new dollars in your cash register

By A. H. Van Voris

DING! ding! ding! ding!—
up to nine, goes the clock
on the kitchen shelf and Milady of
the House has finished her Monday morning washing. It's a glad
smile she gives her electric washer,
for in the old days of laundry tub
and wash board, she'd just be
nicely under way and when the
task was done she'd be tired
enough to feel like Saturday night
instead of Monday morning.

"To-day is no longer Blue Monday," she tells her neighbor who has just come to the back door for a bit of an early morning chat.

When we sold Milady that machine, we not only made a sale of merchandise, but likewise one of a very big lot of service,—all wrapped up in the little motor, the tub and the revolving rotator. It means infinitely more to her than the mere purchase of something brand new for her home.

Puts Joy in Her Life

When Milady buys a beautiful picture for the wall of the living room, she has something to appeal to the eye; a new chime clock for the fire-place mantle is a delight to the ear; a comfortable davenport is a mighty fine thing for the idle hour; but that electric washer just puts Joy into her life. Those awful Monday mornings used to spell GLOOM to her every week but no more.

 Nor is this same lady, who appears to be one of the comfortably situated "middle class," the only one to be benefited by such a purchase.

Interesting Mrs. Laundress

I have also in mind a woman whose business it is to take in washing—a laundress. At one time, she ran a boarding-house, but with food prices constantly increasing, she abandoned this project to take a swing at laundry work in her home. We first sold her a hand operated machine. She liked it from the very begin-It did her work well and her patrons were satisfied. reputation as a good laundress increased from month to month. until she found that she could no longer make out with her hand machine.

One day she called at the store. What was she to do? She had more business than she could handle and still they kept coming. Could we talk electric washer to her? You just bet we could! This looked like an open-armed Opportunity. It was.

We suggested the electric washer of the same make as her hand machine; we connected one with the current and showed her how it was operated. We had her push the levers, herself. It was so easy. She ran the revolving agitator and shut it off from the

Digitized by GOOSIC

power; she ran the wringer rolls now one way and now the reverse; she threw all the gearing into neutral. She saw that the motor was of the most approved make, and that the amount of attention which the entire machine would require was very negligible. In fact, she rather sold herself on the proposition for before she left, we acquainted and had agreed to set up a partnership to clean up everything which came their way. Since then, we've had to call on her just once for a minor adjustment and by this time the machine has paid for itself and is earning as much money for its owner as her husband earns each week at his trade.



A washing machine placed outside your door in actual operation with the suds churning is sure to create interest and a desire to buy

had her order to deliver one to her home next morning.

When we did deliver it, there was a washing all ready for the machine, as we had suggested to her as she was leaving the store. Mr. Electric Washer just made his little bow right then and there, rolled up his sleeves (so to speak), and said—"Let me do the work."

Before we left, Mrs. Laundress and Mr. Washer were quite well

It's great to recall how these things work out. You make money with every sale and yet you feel like a benefactor—so pleased are your customers.

Here's another case. Two men were in a partnership business in town. They saw our advertisements of this electric washing machine and decided that one of them would buy a machine and give it a trial. If his wife liked it,

the other would buy one too. What's the use of going into details?—we sold two machines. A third went to a neighbor whom we recommended to call on one of the first two. She saw the machine in operation, she heard good words of praise for it and she bought.

Tie Up With Good Concern

I do not like to offer any advice regarding any particular policy for selling washing machines for all of you readers have just as many and just as good ideas as mine. I can only say this:-long ago we tied up with a nationally known concern which holds an enviable reputation for making reliable goods and for standing behind them. They do lots of advertising in magazines of national circulation and they have a fine advertising service for their dealers. It so happens that their factory is located in our vicinity and I have twice been through the plant and have met a number of the officials.

Our dealings with this concern have extended over a period of years and have always been more than satisfactory.

The idea is this:—if you can find a company which puts out a series of different models of washing machines, so as to offer a selection for all classes of customers, if this company is well established and if their product and service are good, tie up to that company for your local territory. Then get behind that machine with your own advertising dollars and with all the enthusiasm of your whole sales force. If you do this, I can already see substantial

sales from this department of vours.

Price is not the big essential in selling washing machines. I am now referring to the hand operated variety which naturally has a larger sale on account of its smaller cost. Of these washers, the one which washes cleanest with the least amount of energy and of wear and tear on the clothes-that's the machine for you. This is not guess-work-I'll prove it to you. All of you hardware men, doing business as we do, in a small town with a large percentage of farmer trade, know full well that the "farmers' Bible" the catalog-house catalog. Here's where price competition enters into our story.

Meeting Price Competition

For the sake of price competition, we stock three different makes of washing machines, aside from the one referred to, which has always been our leader. We do not display any of these others on the floor, although our leader is always there. When Farmer John protests about its price, we at once offer to duplicate any catalog price for a similar grade of machine (if not better) at their own price, and we haul out the big catalog to convince him, if he hasn't already these figures at his tongue's end. Then we proceed out to the store-house in the rear and show him one of these cheaper models.

You may think this a poor policy, to back down so quickly—but wait a minute. We do not sell six of those cheap machines in a whole year, whereas the good

Digitized by (Continued on page 52)

Live Hardware Co. Has a Live Idea

AT strategic points about the city the Live Hardware Co., South Pasadena, Cal., has placed a number of handy benches for those who wait for attractive and timely window dis-

The main attraction is a large incubator, the kind the store recommends, with a setting of eggs that hatch in the window. Displayed with this is a brooder, collapsible chicken-coop, feeds of



The signs on these benches which are distributed about town are changed often and do a lot of advertising for the store

cars or merely sit down to pass the time in some convenient location.

Each bench bears the advertisement of the store which is always kept up-to-date by painting out an old and painting in a new sign. The one shown in the illustration is beside a drug store at a busy car junction. It shows the new sign just put on to replace one that has gone out of season after a run of a few months. It, in turn, will be succeeded by another.

Incubator In Window Brings New Business

EACH year, previous to Easter, the Reynolds & Walch Hardware Company puts in a very

all kinds, lice exterminators, chicken wire; in fact, the display includes practically everything of interest to chicken growers. A quantity of good literature on chicken raising, furnished free by manufacturers, is handed out to visitors.

The incubator is timed so the eggs hatch two or three days before Easter, and a card announces this fact to the public. The window is very attractive and Mr. Reynolds states the display brings the store more actual business each year than any other they have ever had.

Day and evening there are people in front of the window, and when the eggs commence hatching, there is always a crowd

watching the little chicks. After Easter the chickens are given to an orphans' home in the city and are cared for and raised by the older children.

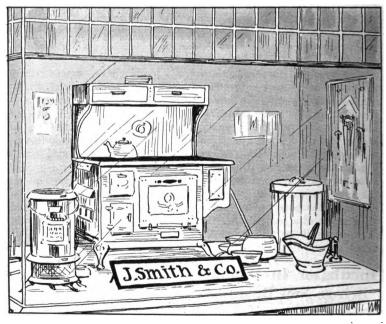
Put Your Firm Name Up Front

A good place for the firm name is right in the front of the window display.

People who stop to look into a show window ordinarily have their eyes focused downward to the goods displayed on the base of the window. While the firm name may be lettered prominently on the upper part of the window, door or awning, this is almost invariably outside of the range of sight of a person looking down at the display.

A neat wooden, glass or metal panel bearing the store name, standing upright on the floor in the front of the window will be seen by everyone looking in the window and will connect the display with this store when often one might not otherwise remember at what store some certain display had been seen.

We walked down a business street the other day and counted only three stores in an entire block which had the firm name in a prominent place in their window displays and twenty-eight other stores were missing this splendid advertising opportunity.



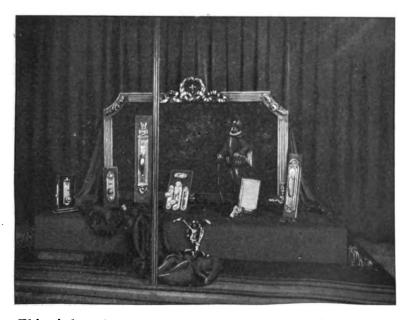
The front of the window is the place to display your firm name if you want to impress it on the passer-by

Good Hardware's

Picture Pages

Rumor has it that George Carpentier, heavy-weight champion of Europe, has decided to enter the hardware field as manufacturer of aluminum utensils. His products, he declares, will sell at 5 % less than present market prices. Others have tried in vain to reduce the high cost of living. Let George do it!





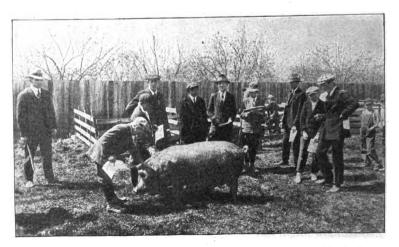
This window might have been used by a jeweler instead of in a hardware store. The idea was to impress the prospective home-owner with the beauty of certain designs of builders' hardware and our opinion is that the display man did a good job

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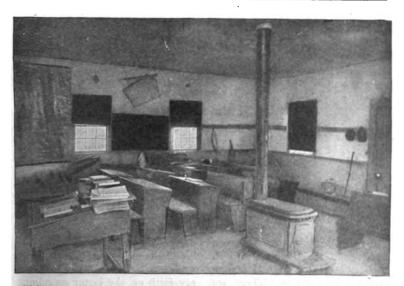
Better Towns Make For Better Business



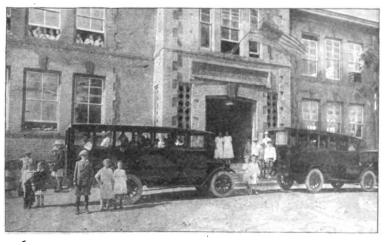
Far-seeing merchants realize that one of the most profitable fields to develop is the agricultural trade. Farm children of today will be users of farm implements tomorrow



In agricultural fairs arranged by merchants of a New York State town to stimulate interest in farming, the young people play an important part. Here is shown the hog-raising contest for boys



Children who go to schools like this are not very apt to grow up with any feeling of home town pride or any desire to remain in their home towns. Brought up in a narrow and unattractive environment, they leave for the big cities as soon as they are old enough. And who can say they are not justified?



But in the more progressive towns, 'splendid consolidated schools are being erected. These make for more prosperous communities and more prosperous and contented citizens and that means a bigger and better buying public. That is one reason why it is the merchant's business to see that his town has good schools

The Sales Manager Comes in for His Share of Responsibility

Concerning the mysteries of card-systems, letter-writing machinery, "ticklers" and other devices used to impress the customer

By Saunders Norvell

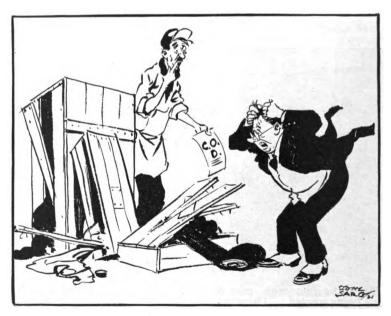
Illustrated by Tony Sarg

SOME Boards of Directors and Sales Committees seem to think when they pass the necessary resolutions that the job is done. What a mistake! The real work has just begun. A good plan is of course a fine thing, but the method and the manner in which that plan is carried into effect makes the original plan a success or a failure. There are more failures in business because plans are not properly carried out

than because of lack of proper planning.

A wise man once said there were two kinds of merchants—the merchant who told an employee to do a thing and then forgot it, and the other merchant who told an employee to do a thing and then followed the matter up to see how it was done. Personally I will pin my faith on the latter merchant every time.

Mr. Newman-our new sales-



The work of many a good salesman has been neutralised by a slip-shod clerk or a lasy, indifferent packer

Digitized by GOOG

man—has gone out with his trunks and his grip. His orders are now coming into the office. This article is mainly about how his business is handled at the home office and the cooperation

them up in quality packages and handle them in a quality way from start to finish.

So the cycle of the sale is not actually completed until the merchant has received the goods and



To look up a customer's credit, simply turn to his card; the ledger system clutters up the book with pencil memorandums on the accounts

he receives, upon which his success as a salesman may largely depend.

A sale to a customer is not completed when the order is taken. The real test of a house comes when a merchant checks up the goods he has bought. The merchant does not judge the house at the time he buys. He judges it when he considers the length of time it takes to fill the order; the completeness with which the order has been filled; not only the quality of the goods but the boxes in which the goods are packed and the labels.

The work of many a good salesman has been neutralized by a careless, slip-shod clerk or a lazy, indifferent packer. Then it is only human for a merchant to feel that if the goods themselves are of high quality, the manufacturer making the goods will put

is satisfied with them. In the cycle is embraced a large part of the business—not only getting out the goods, but the billing of the goods—their shipping—the appearance of the invoice and the accuracy with which it is made out.

In these articles I am not writing about any theories or experiments, but about methods that I have seen work well in action. Some of these methods have been adopted after many others have been tried and discarded. I give them to you for what they may be worth.

The Credit and the Sales Department, especially in a small organization, should be close together. These two departments can frequently cooperate by using the same records. The mail is usually opened under the supervision of the Credit Department.

The first thing to do is to register the orders. In my first experiences, I found the orders were registered in large books.

One day at a library I first saw the system of keeping tract of books with a card index. I asked the librarian to allow me to study this system. The possibilities of the card system in business immediately occurred to me. This was many years ago, before card systems became so common.

I immediately put in a system of cards, on the back of which in a double column were registered the number of orders. The customer's name and address were written on the face of the card. These cards were arranged in drawers by states and towns.



These letters make the merchant wonder how sales managers have such good "memories!"

The first set of cards was written up from the ledgers. I remember that the clerks, when they were first instructed to register orders on these cards, objected to the system as a new-fangled idea. Afterwards, when they became accustomed to handling the cards, they could register very much more rapidly than they did with the old system because they did not have to write out the name and address for every order.

Now, on these cards were written all the instructions in regard to handling a customer's account—for instance: terms, shipping instructions, whether to

back order or not, whether to substitute or not, any remarks about prices, whether to ship goods on hand immediately or whether to hold order and fill complete. Any instructions on these cards were transferred with the system of rubber stamps to the order. When salesmen visited the house, they went over these cards with an employee and gave any new instructions needed about the handling of each of their accounts.

Forms were supplied salesmen, and when they opened a new account they filled out these forms. telling just how account should be handled and all their instructions were entered on these cards. We trained clerks to handle these cards with ac-

curacy and the great advantage of the system was in the fact that the handling of our accounts was not a matter that rested in the memory of a few men, but was a permanent record. Men could come and go, but the accounts were handled exactly according to these written records.

In the case of a customer whose credit was beyond question we placed a large star on the card. This star was stamped on the order and the orders were passed through without the inspection of the credit man. This saved him a great deal of work. In addition, everybody handling the

Digitized by GOOGLC

orders in the house understood that a star customer was one whose credit was beyond question.

These cards were used by the Credit Department by entering a number on the card which referred to the customer's credit record. Then commercial reports, etc., were filed in a folder in the credit files numerically. In other words, if you wished to look up a customer's credit record quickly, you simply turned to his card, obtained his credit number, and then turned to the credit files for the reports when necessary.

Of course, by making these cards larger, the actual purchases from month to month of a customer could be entered on them. Some merchants will say: "But we keep all such records on the ledger account." The trouble with that system is that it clutters up your books with pencil memorandums on the accounts, and besides that, if too many people wish to look up records on the ledgers, the bookkeepers do not have enough time to work on them.

In organizing a territory the Sales Department takes a list of the towns assigned to a salesman, and from the ledgers they write up cards of all the accounts they have in these towns. Then from the commercial agencies they write up cards of all the merchants in this territory in their line of business who have not been buying.

Now the Sales Department puts their letter-writing machinery to work. Letter Number One is a carefully prepared communication advising trade in this terriThe Ox and the Mule

If you have a clerk who is shirking his work, don't fire him at once—

just tell him this story:

Down in Virginia a farmer had an ox and a mule that he hitched together to a plow. One night, after several days of continuous plowing, and after the ox and mule had been stabled and provendered for the night, the ox said to the mule: "We've been working pretty hard, let's play off sick tomorrow and lie here in the stalls all day."

"You can if you want to," returned the mule, "but I'll go to work."

So the next morning when the farmer came out the ox played off sick. The farmer bedded him down with clean straw, gave him fresh hay, a bucket of oats and bran mixed, left him for the day and went forth with the mule to plow.

All that day the ox lay in his stall, chewed his cud and nodded, slowly blinked his eyes, and gently

swished his tail.

That night when the mule came in, the ox asked him how they got along plowing alone all day. "Well," said the mule, "it was hard and we didn't get much done and—"

"Did the old man have anything to say about me?" asked the ox.

"No." replied the mule.

"Well, then," went on the ox. "I believe I'll play off again tomorrow: it was certainly fine laying here all day and resting."

"That's up to you," said the mule,

"but I'll go out and plow."

So the next day the ox played off again, was bedded down with clean straw, provendered with hay, bran and oats, and lay all day nodding, blinking, chewing his cud and gently swishing his tail.

When the mule came in at night the ox asked him again how they had

gotten along without him.

"About the same as yesterday," replied the mule coldly.

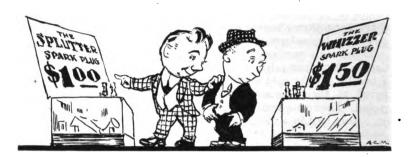
"Did the old man have anything to say to you about me?" again inquired the ox.

"No," replied the mule, "not to me, but he did have a damn long talk with the butcher on the way home."

-Exchange.

(Continued on page 60)





What Are You Going to Hand Me?

A Heart to Heart Talk with the Dealer who handles Auto accessories and who wants to make them a real asset to his business

By C. H. Claudy

F I come into your store and L ask you for a spark plug, does me salesman hand me down any p ug, or the plug in which you thake the most profit, or the plug on which you are overstocked, or does he say, "For what car do you wish it?" And when I say, "The Umpty-um car" does he reply. "You want an extra large plug —we have the Whizzer, the Splutter and the Ferocious. Whizzer costs a dollar and a half, but for the Umpty-um we usually sell the Splutter, extra long, for a dollar."

The salesman who does not know his goods, and know them thoroughly, is a liability, not an asset, to any store. Any one can take an order for an accessory, hand over the spot light or motor robe or tire pump, make out a sales ticket, and take in the cash. That is not salesmanship. The salesman who knows his goods can often save a customer money by steering him from the thing he thinks he wants to the thing he

really wants-and a customer whose money has been saved is a sure booster for the man and the place which saved it. The salesman who knows his goods can often sell a better and more expensive accessory than the mere order-taker, thus making money for his boss. But it is not salesmanship to sell the more expensive article merely because it is more expensive—better smaller profit and a satisfied customer than a larger profit and a customer made for the other fellow.

The good accessory salesman must know not only his own goods but know automobiles. The chap who knows a piston ring only as a round iron thing which goes in a car somewhere will have no interest whatever in selling a customer the one ring he needs. To such a "salesman" one ring differeth from another ring only in size and price. The mysteries of those which are one price, patent, leakage-tight, oversize,

hammered, spring rings interest him not. But if he knows cars and car problems and finds out that a customer wants new rings for oil trouble, yet whose car has been "miked" and found perfect, he will recommend an entirely different ring than if he discovers that the trouble is that lapped new pistons demand a larger ring than the old size.

Suppose I come to your place of business to buy a storage bat-Do I meet a man who knows the difference between the various systems, who knows what my particular make of car requires in a battery, and is prepared to talk to me about batteries in terms of size, price, voltage, and probable wear? Or do I meet a nice mannered chap who wants to sell

me the "Wearforever"

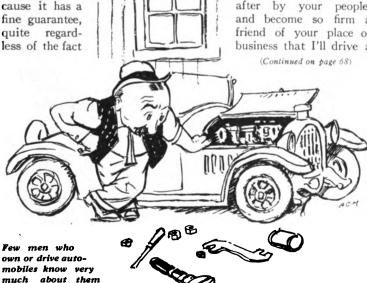
tery merely be-

bat-

that it is a twelve volt battery and I want a six?

If I come in your store, having escaped sudden death the night before by the skin of my teeth and determined to have the best and biggest and most powerful spot light the emporium affords, do I get it, whether or no. or do I meet a young fellow who finds out the make of my car, the age of my battery, whether I am running a cigar lighter and a set of hand warmers from it, before he gives me the biggest size? If he tells me, "Of course, I can sell you a very large one if you want it, but vou already have on your battery about all it can take care of-and this little one will keep you out of the ditch just as well. Besides. it costs six dollars less than the

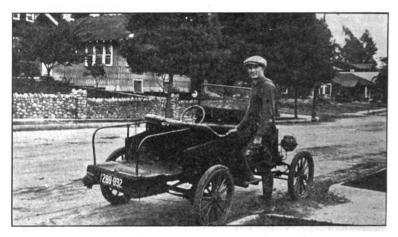
'Biggest-in-the-house.'" the chances are I am much impressed with the way my interests are being looked after by your people. and become so firm a friend of your place of business that I'll drive a



Dealer Rigs Up Handy One-Man Service Car

HAVING occasion to make many trips to deliver or pick up washing machines and other articles not easily lifted from the curb to the body of a car, Mr. J. C. Holland, of the

Under the platform is the tool box in which are kept all of the tools needed in repair or delivery. These are reached by merely lifting the cover which in turn is the base of the platform. This arrangement saves time and work and help. The illustration shows the car ready for a load.



It's easy to lift heavy articles on to this extended platform which a California hardware merchant had constructed on his delivery car; and the gas pipe which goes round the sides and front holds them firmly in place

Holland Hardware Co., Highland Park, Calif., had an extended platform constructed on his machine. This is low and means an easier lift. Then around the two sides and front end of the platform he put gas pipe which he bent to conform to the shape of the rear platform.

An effective lock is made by having the end of the pipe shown on the left side loose so that it may be dropped into the flange or lifted out readily. Thus when a large article is placed on the platform, this end is loose until the article is in place. Then it is put back into the flange and holds the article firmly in place.

This Tactful Letter Brings Men to the Store

"WHEN a married woman opens an account with us," said Bill Weir, of Los Angeles, "we feel that 'hubby' should know about it. But telling hubby always seemed a rather awkward thing to do until we got a good hunch one day and here is a form letter which we now use with a good effect."

Dear Sir:

Permit us to express our appreciation for the account which Mrs.....has opened with us.

We are not surprised that the women folk like to trade at our store as we make every effort to give

them courteous service but we hope that their men folk will also take advantage of the many services we

can perform.

We want to call your attention at this time to our auto supply department, our fine line of sports goods, and the further fact that we carry a wonderful line of cutlery and shaving accessories.

We sincerely hope that we may have the pleasure of serving you both.

Sincerely,

P. S. The account which your wife has opened of course includes you and you are welcome to avail yourself of its conveniences at any and all times without further notice.

"You can readily see," added Weir, "that if a man is already aware of his wife's action this letter serves as an invitation to ioin in.

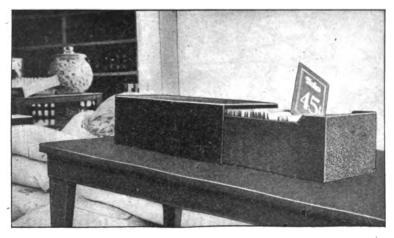
"On the other hand, if the information is news to him the fact that he is included is almost sure to mollify any irritation that her action might cause."

Same Price Cards Used **Many Times**

ITH no card writer at its service at all times, a western hardware store has arranged a little system that preserves its price cards and makes it easy for the men in the store to locate the desired card at any time.

An ordinary card-file was obtained and fitted with a number of index cards of the proper size. Each index card is marked with a price, and the cards of that particular price filed behind that index when not in use. To this file the cards go when taken out of the window or from other displays. In that way all the \$1.00 cards are in one place, the 50c, and 25c. cards in separate places and so on.

With merchants finding it more advantageous than ever to pricemark their goods and to use neat. hand-lettered cards which are valuable, this system fills a need and makes for economy.



Price cards placed in this file can be used over and over again and can be found readily the next time they are wanted



Give the Best Title for This Picture and Win \$50.00

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Your Last Opportunity to Win That \$50.00 Prize for the Best Title

In case you have not thought of a good title to the picture on the opposite page there is still time. Contest closes

March 20th.

EVIDENTLY the picture contest has made almost as much of a "hit" among the many readers of GOOD HARDWARE as did the hero of the picture on the opposite page. From North and South, from East and West have come in answers in such quantities that the poor editors are almost snowed under.

All kinds of replies have been received. Some have been original—and many in the form of quotations. In fact we had no idea how many quotations would fit that picture when we printed it! But while some of the answers

picture are good and a few really clever, most as there is always room for a still e many cleverer one. So get busy and WARE have a try. Yours may prove the ture on winning title.

You don't have to be a hardware dealer to win that \$50.00 prize. The contest is open to hardware jobbers, salesmen, clerks and to any members of their families. Some of the best replies have been sent in by women readers.

There is still time enough left before the closing date. Answers will be received up to midnight of March 20.

CONDITIONS

- I. The prize consisting of fifty dollars (\$50.00) in cash will be awarded to the man or woman sending in the most original and appropriate title to the picture which appears on the page facing this.
- 2. The contest is open to all Hardward Jobbers, Dealers, Salesmans, Clerks and to members of their immediate families.
- 3. Answers should contain the title, the name of the contestant and the hardware firm with which he or she is connected. Also, the firm's address.
- 4. No title must contain more than 12 words. Contributions longer than this cannot be considered.
- 5. Titles may be in prose or rhyme. They may be original or quoted from the Scriptures or from any author.
- 6. The picture will be reprinted in the March issue to give every reader ample opportunity to compete. The contest closes at midnight of March 20, 1921 (Eastern Time).
- 7. The judges will consist of the editors of Good Hardware, The Delineator and The Designer.
- 8. If two or more persons send in the same winning title, each will receive a \$50.00 award.
- 9. The winner will be announced in Good Hardware as soon as possible after the closing of the contest.
- 10. Send answers to Contest Editor, Good Hardware, in care of the jobber whose name and address are on the front cover of the magazine.



ARCH is the month—the time of times to put real push behind "Universal" Aluminum Ware. The great "Universal" Advertising and Selling Campaign has been planned, manned and geared to high speed. The Big Handsome Display Stand is FREE with the "Universal" Aluminum Assortment. Many more things are offered to start your sales and keep them going in MARCH.

UNIVERSAL

UNIVERSAL ALUMINUM ASSORTMENT

HIS is the sort of assortment that sells quickly and profitably. It doesn't tie up a lot of money. It doesn't take up a lot of room. It consists of 76 pieces of soundly made, guaranteed goods. The entire group will cost you but \$86.23. You'll make a clean profit of \$41.52.

YOU can bank this profit with certainty. Also you can bank on growing "Universal" demand long after March. The "Universal" Aluminum Assortment properly featured will lay the foundation for ever-increasing business.

THE "Universal" line will be featured in Good House-keeping and other publications in MARCH. Tie up with the great National Campaign. The "Universal" Display Stand and other sales aids are yours FREE with an order for the "Universal" Quick-Selling Assortment. Don't delay—write today! Your jobber is ready to rush delivery. Get the goods in your store—get the profit in your hand—\$41.52.



UNIVERSAL

Electricity on the Farm

(Continued from page 13)

operate will have to be investigated; just what the farmer's requirements are in the way of power. When everything has been properly looked into, the dealer can then better advise the farmer what to buy.

After the sale of the plant there is a field of trade open to the dealer that before, wasn't there: washing machines electric irons,

water systems, fans, vacuum cleaners, milking machines, cream. separators, utility motors and a host of other accessories that the farmer can use. There is a mighty fine profit to be made on every one of these.

A salesman devoting his entire time to this end of the hardware dealer's business will earn a good income in commissions and will bring in a big revenue to the dealer.

What One Kilowatt Will Do on the Farm

Operate a 16 candle power lamp for about a month.

Operate a 6-lb. flat-iron for two and a half hours.

Do a wash equivalent to twenty sheets weekly for about two and a half months.

Operate a vacuum cleaner long enough to clean over 1/10 acre of carpet.

Operate a water pump long enough to raise 100 gallons 1,000 feet.

Run a sewing machine for some 20 consecutive hours.

Drive an electric fan four hours a day for nearly a week. Brew with an electric percolator 2½ gallons of coffee.

Operate a heating pad as a bed warmer for from 1/2 a week

to a week.

Run a domestic buffer and grinder five hours a day for three days.

Operate a chafing dish a quarter of an hour for more than

Operate a foot warmer five consecutive hours.

Make 100 slices of toast.

They Work Better

"We try to take a personal interest in our men," says W. T. Evers of the Evers Hardware Company, Denton, Texas. "One thing we do is to allow them to quit an hour early each night by turns, one each evening. This gives them a little time for personal affairs, keeps them in good

spirit and health to best look after our interests, and really pays all round. Law and public sentiment may some day compel the merchant to be more liberal toward his employees. I believe at the present time, in many cases, the merchant is less attentive to the best interests of his employee, than the employee is appreciative of such attention."



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They Keep This Dealer's Card

HEN a hardware dealer printed up some cards for his men to give out to mechanics and automobile owners he decided upon a style of card that they found well worth keeping.

On the reverse side of the card he had some lines printed for telephone numbers that customers might wish to call at frequent intervals; also spaces were left for recording the numbers of their licenses, engines and tires.

A man owning a car wants to have this information handy; and this card, just the right size to slip into the cardholder of a man's pocketbook, fills the bill exactly. Therefore such a card is kept where the ordinary kind is not.

Telephone Me	mo.
Fairbanks .	362
mc Donald Im	29-1
Reed & Reed	222
Bellowo Rock Co	36-4
My Automob	ile .
License No118-2	22
•	22
License No. //8-2 Engine No. 4 m 37 Tire No. 2936	22
License No. //8-2. Engine No. 4 m 37 Tire No. 2936 Tire No. 37287	22
License No	22
License No	22 28 4/4 6/29 7/7 10/3
License No. 1/8-2. Engine No. 471 37 Tire No. 37287 Tire No. 4229 A Tire No. 2946 Tire No. 3784-B	22
License No	22 28 4/4 6/29 7/7 10/3

Customers find this a very convenient card to keep handy

Ever Stop to Think About the Jobber?

THE jobber, to my mind, is the best friend the thinking dealer has. Being the middleman, he absorbs the shocks and frictions of merchandise distribution. He helps you to make quick turn-overs on relatively small investments. He buys in enormous quantities and divides in small parcels, so as not to overstock you. He does not expect you to buy a ship-load of slow-movers but supplies you promptly from ample stocks. He often carries accounts of honest dealers in neighborly fashion unknown to the factory a thousand miles away. He has fought your battles against chain stores, mail order houses, and other cut rate competition that threatened your profit and business.—C. A. Ritter.

The American-Monal Company



every age.

Announces to the trade a Coaster Wagon that meets the requirements of the boy and the approval of his parents—The Silent Rubber Tired Coaster. For six months we have been shipping this wagon; continued re-orders prove its ready sale.

The National Silent Rubber-Tired

Hundreds of the best retailers in the United States and Canada have found it good business to tie to the Diemer line of Juvenile Vehicles—and so will you. The line, aside from being amply large and varied, includes vehicles for children of



The Constantiful Built--not made

That's why this line sells easily and stays sold. It can be depended upon to stand up, neither quality nor workmanship being slighted.

The National Coaster

Of course the Coaster Wagon is always a staple seller, but not all coaster wagons are built as is the National Silent Rubber-Tired Roller Bearing Coaster. Its special features make it a boy's wagon as well built as is his dad's automobile.

Cross-section view showing the large corrugated, nonakid rubber tires.

The Line Includes

Steel Wagons Doll Vehicles Juvenile Automobiles Velocipedes Coaster Wagons Girls' Tricycles Juvenile Bicycles Hand Cars

OUR FACTORIES

The American Metal Wheel Co.
Toledo, Ohio
The National Wheel Co.

Perrysburg, Ohio
The Witzler Woodwork Co.
Perrysburg, Ohio

The
American-National
Company
Toledo - Ohio

Write today to your Jobber or direct to us for details

Building Up the Paint Department

(Continued from page 17)

found this device an excellent one: at one side of its paint shelving, a home-made tin rack for folders and paint cards has been constructed.

It keeps each kind in sight and occupies a narrow strip of the upright. The shelving, too, being built in stair-step style, enables the salesman to reach any can on the shelves without getting a stepladder. The lower shelves, being wider than the upper ones, are used for the large cans and more of them are placed on these shelves.

"A Fine Line of Paints" read a big show-card in the window of a progressive hardware merchant recently. He had stretched a stout clothes-line across the window and hung from it several cans representing the different kinds of paint he sells. Each one of course was plainly labeled.

"While women's taste in artistic color decoration is infinitely superior to mere man's," says a Cleveland dealer, "I often find she has the most queer and impractical notions about the application of paints and varnishes. caution my clerks to give simple. kindergarten instructions with each sale. For instance, in refinishing a chair they always advise putting newspaper on the floor, starting at the bottom and working up, etc. A little thing, perhaps, but the women's trade is becoming increasingly important and is decidedly worth catering to."

Here are a few of the many epigrammatic phrases used by a Cleveland merchant for his streetcar ads. But they would answer for window cards; why not borrow them?

"Paint for looks; before rust or rot are even thought of."

"The time to paint is before it's needed."

"We sell paint and give away knowledge about how, when and where to use it."

"Paint is the quickest way to improve property. Paint it."

A Unique Paint Department

"Since we added a real paint department we can see sales grow," was the verdict of a hardware man. He had always handled paints, so the stock was old, but the new idea was the department arrangement. He said that his biggest increase was in sales for household use, the put-it-on-yourself sort that is coming into greater popularity all of the time. This man's idea of a department is worth telling about.

At a cost of less than \$25, because he did much of the work himself-that is, had it done by store men-he built into the rear corner, in a space where his desk used to be, one end and a front of a house, miniature style, of It had a gable roof of bright green. Its body was canary with white trim, the trim around a large window at the front being just right to show off the small display window built into the front of the house at the right of the entrance.

It was so light that it immediately caught the eyes of those who entered. The office was moved to the balcony which had been used for stock in the past.



Sell This Guaranteed File

Carpenters Will Come Back for More

What Users Say

Expert's Choice Files are real saw files, the best I have ever used, and I have been filing saws for more than thirty (30) years.

Charles W. Lamb,

127 Madison St., Staunton, Ill.

I am head filer of Circular and Hand Saws for Thompson & Starrett Company, also for Stone & Webster Construction Company, I use only the Duxra file, and have filed fifty (50) hand saws with one file and will bet I can do it again. B. F. Benter, 7117 Cedar Ave., Cleveland, Ohio

The Expert's Choice files 18 saws and is cheaper at a cost of 50c than the ordinary files at any price. Frank Luther, Chicago

THE man who uses a file likes the Expert's Choice because it does twice the work of an ordinary file—in half the time. The Expert's Choice nearly doubles the value of his time.

It's in the Quality—in the cut of the tooth and in the length of the stroke. It gives a stroke more than twice as long as the ordinary six-inch saw file. This makes it cut faster and last longer. See the illustration at the top of the page.

You can guarantee to give a man his money back if the Expert's Choice does not prove to be the most economical file he has

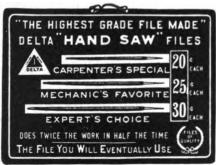
ever used.

Write for more information to your jobber or to

Delta File Works

Philadelphia, Pa.

This sign will be supplied to hang in your store



Back of the large window referred to was a shallow case and in this were a few paints, color cards and brushes and at times photographs of homes that had been painted. Usually a framed advertisement in colors, clipped from a magazine, was hung down from the center. An electric light in the window brought attention.

At one side of the door was a mail box, a mat was before the door and a street number—the store's—was above.

Everything Inside

Inside was a counter with a plate-glass top, salvage taken over by the store from one window glass that broke. were two stools on the floor before the counter for the convenience of the husband and wife who were selecting. Under the plate-glass were color cards and data to be consulted. the counter was space for the salesman and shelving on which were the household paints, enamels, stove polishes, automobile enamels and other small things. In a wall case brushes were displayed.

At the rear side of the house was a narrow opening. Through this the salesman could step out to go to the shelving where the main stock of paints was kept.

Makes Them Think of Paint

One of the first noticeable advantages of this feature is that it makes lots of people think of paint when they see the house. Then it tones up the store interior. It makes of the paint corner a sure-enough department, a place where a couple can go

by themselves or with their painter to select a combination without having other shoppers become interested.

Women are now doing many jobs of enameling that used to fall to the lot of the man of the house, if they were done at all. Once a year a store we know has a demonstration of a certain line of enamels for household uses. Before the event it advertises the demonstration with a puller in the advertisement, that is a coupon, which on presentation, entitles the holder to a can of enamel and a brush of national reputation at a reduced price.

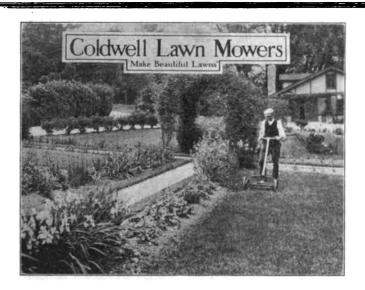
Mostly women attend these demonstrations.

Before the day of the demonstration the members of the store force gather up such articles as old automobile fenders, chairs, bedsteads, dressers and the like. They are placed on the floor and on that day one half of each is given a coat of enamel. As the salesman works he explains just how it is best done.

He suggests the proper covering and the most satisfactory brush. Women are interested, and while they do not all rush to buy on that day, the following weeks present evidence that when they see articles in their homes that would be the better for a coat of enamel they recall the demonstration and many come in to buy. At any rate the store has made big sales to women where they used to be rare.

Going After the Farmer

An important and frequently neglected field which should be cultivated by the paint dealer is the farm. Farm buildings are



A Mower for Every Lawn

A perfect lawn greatly enhances the beauty of any man's home.

To bring out that beauty does not depend so much on the size of the lawn as on the lawn mower.

For over half a century the name Coldwell has stood for the highest achievements in lawn mower construction. Today, we are making over 150 styles of hand, horse and motor mowers in different sizes and at different prices. In other words, Coldwell makes a mower for every lawn—at a price your customer wishes to pay.

If you do not have it, send for our illustrated catalogue.

Also, to insure prompt delivery, order your spring stock now through your jobber

Coldwell Lawn Mower Co.

Newburgh, N. Y., U. S. A.

The Largest Lawn Mower Works in the World

almost always in need of paint. Apparently the argument that painting will improve the appearance of his building does not appeal to the farmer as it does to the average city dweller.

But it will be found that the farmer is just as anxious to save money or avoid loss as anybody. He is used to studying feeds. He has the problem of dairy feeds, pig feeds, poultry feeds, plant foods, etc.

The merchant should put it up to the farmer that buildings die like animals; that a house or barn painted with good paint will last a hundred years; whereas, an unpainted one will fall to pieces in ten years.

There's a selling argument that will hit the farmer between the eyes; it strikes his sensitive pocket nerve, it shows him that he is wrong in thinking he is saving money by not painting his buildings—on the contrary, that he is losing it.

Sell the farmer more Building Food. He will be found an attentive listener to anything bearing on the farm food problem.

Painted interior walls are becoming very popular. They are especially to be recommended in homes where there are young children. We all know the havoc created by sticky small fingers upon delicate wall papers, and it's no reflection on wall paper to say it.

It is a feal service to bring to the attention of parents the merits of painted walls. Many people have never seen anything but a plain plaster wall or a papered wall. When a painted wall is suggested, they immediately think of whitewash or kalsomine, and will not listen to it, but show these same people a room nicely painted in gloss or flat colors, at the same time explaining that finger marks can be washed off without injury, and they will often take to the idea instantly and thank the decorator for his thoughtfulness in suggesting it.

Try This Ad

Here is a new idea for a dealer's ad in the newspapers he uses:

"Have you ever considered painted walls in your home while the children are small? Finger marks can be washed off without injury to the paint. Painted walls are really artistic. Drop in and let us show you some color combinations. See for yourself how pretty a painted interior can be made. Let us paint a room or two for you this Spring."

Enterprising

'What hit me?'
'A motorcycle.'

'Impossible. I counted four wheels.'

'It ran over you twice.'

Age Brings Wisdom

A salesman was selling a bed-

room clock to a girl.

'I recommend this clock with its illuminating attachment to switch on,' he said. 'It is a very good thing to tell what time your husband comes home, you know.'

'But I haven't got a husband,'

said the girl.

'Oh, you will have some day,' said the salesman.

'Yes, but not that kind of a husband,' said the girl.

Then it was that the middle-aged woman stepped forward.

'My dear child, they're all that kind,' she said. 'Young man, I'll take that clock,'



A. W. Williamson



L. D. Woodrough



Wm. Doyle

The Heating World Knows the Men Behind

HOMAKER PIPELESS FURNACE

The names of Williamson, Woodrough and Doyle are well known in the heating field.

Doyle, the engineer, has been designing and improving pipeless furnaces for many years. Woodrough, with pioneering perseverance, taught the public the true worth of the pipeless idea. And A. W. Williamson has for thirty years been making in his mammoth manufacturing plant, furnaces that have earned him the reputation of "building right or not at all."

These men, working together, have produced HOMAKER, a dust-proof, liberal-sized, strongly-built pipeless furnace, designed according to principles that have been proved to be right. HOMAKER is the dust-proof furnace. It is absolutely unnecessary to open the ash pit or fire doors to shake out ashes. Radiator area is 34% greater than in ordinary furnaces. Outer casing is 54 inches. The castings are centered in the casing—radiator opening is placed directly over fire. Casings permanently anchored. Practically every detail of HOMAKER is an improved feature—giving most satisfactory service and offering strong selling points.

Our book, "The Story of Homaker", will tell you all about this better pipeless furnace. Write for it and ask us about our Dealer Proposition as well.

THE WILLIAMSON HEATER COMPANY

Cincinnati

DEPT. 13

Ohio

Bringing Home the "Time to Plant" Idea

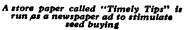
One merchant boosts his seed business by newspaper ads and a clock and sign idea, while another gives his customers practical advice on a sign board in front of his store

In four local newspapers the Germain Seed Co., of Los Angeles, runs a "store paper" style of advertisement regularly under the title, "Timely Tips." This offers a number of suggestions that spur the ambition of the home gardener, the housewife who wishes to improve the appearance of her flower beds and the poultry fancier. In season, in this newsy and suggestive way, "Timely Tips" lets people know the many reasons

why they should visit the store.

But Germain's does not stop with the inserting of these advertisements. This store has recently installed at the corner of the building a large clock which bears the words, "Time to Plant." And from the clock a red arrow, electrically-lighted at night, runs down and points to a display case, also electrically lighted, in which is seen the current issue of "Timely Tips." There is a new one every week.







The clock reminds people that it's time to plant and an 'arrow runs from it to the display case

Digitized by GOOGLE



Hardware Dealers

Your opportunity is here. If you are selling Garden Seed in bulk now, you will get more business by handling them THE LEONARD WAY, larger profits and better satisfied customers. Quality is not enough—LEONARD SERVICE goes with it. Our method is different. If you do NOT handle Bulk Seeds, by all means do so for your better business sake, as it attracts new trade to your store and every seed customer is a prospect for your other goods. We sell to merchants only, outside of Chicago. We refer all inquiries to our nearest LEONARD DEALER: no commission boxes, no retail mail orders—we sell in Bulk only and quality and service is our watchword.

Write us today

LEONARD SEED CO. 226-228-230 W. Kinzie Street. CHICAGO

Another excellent idea for stimulating the sale of seeds is that of a Western hardware mer-

chant who has a bulletin board in front of his store to speed up the procrastinators among the local gardeners and farmers. The bulletin is illustrated here. The idea was borrowed from a restaurant. The sign in the cardholder at the top reads:

Time to Plant



Every week this dealer tells people what to plant

Then, below it, on each side of the board he puts strips of card-board on which he has

lettered the things that should be planted that week. He starts outearly in the season and keeps it up during the planting period. It is an active reminder to the man who is inclined to put it off until next week.

When the seed season is over he uses the bulletin or other timely merchandise.

For The Blind

A Hebrew small storekeeper, much to the astonishment of his neighbors, suddenly decorated his shop window with a gorgeous new blind. It was the sensation of the day, and few of his brethren failed to make some remark to him about it

"Nice blind you've got there, Isaac," said one.

"Yes, Aaron."

"How much did it cost you, Isaac?"

"It didn't cost me anything, Aaron. My customers paid for it." "What! Your customers paid

for it?"

"Yes, Aaron. I put a leedle box on my counter 'For the Blind,' and they paid for it."

And He Meant It

The office-boy put the waste-

paper basket down.

"I would like," said he, with one eye on the baseball program, "to go to a funeral, Mr. Cranke." "You won't though," replied the cold-hearted manager.

"I know it," said the office-boy,
"but I would like to, just the same."
"Whose funeral?" asked Mr.
Cranke.

"Yours," replied the office-boy. Then the door closed hastily between them.

For Men Only

John Wanamaker used to teach a Bible class in a Philadelphia church. One Sunday while cautioning the young men of his class against evil associates, he remarked that no young man should frequent any place to which he would not take his mother or sister.

Continuing, he said: "I do not believe any member of this class makes a practice of visiting such

places."

"I do," remarked a bold youth.

"And what place do you visit that you would not take your mother or aister into?" asked the astonished Mr. Wanamaker.

"The barber shop," replied the

youth.



Failure is attained by believing the job too big for you to tackle





That Long Open End Makes Sales!

Women are interested in the Rid-Jid Ironing Table as soon as they see it in a dealer's store.

They like that long open end. They see immediately how dresses, skirts and other circular garments will alip way back on the board so they can be ironed easily and quickly.

They like the strong, rigid appearance of the Rid-Jid, too. Their interest makes it easy to give a demonstration. Show them

how 'rigidly it stands—that it cannot wiggle, wabble, alip or slide. Show them how it opens or folds with a single easy motion. Ask them to lift it. Weighs only 14 lbs.

The Rid-Jid is the only nationally advertised ironing table. Known in every community. Retail price is no higher than that of ordinary ironing tables—and you make a good profit.

Write your Jobber today

Rid-Jid Products Corp., Waukegan, Ill. Western Factory, Portland, Ore.

Spring is Open Season for Selling Washing Machines

(Continued from page 20)

make has sales by the dozen, for the simple reason that our next move is to compare what he is getting for his money. Nine times out of ten, Farmer John is sold on the idea of practical worth of the better machine. That's what a complete knowledge of your machine does for you. As a salesman, I'm glad for those visits to the factory where I learned so many things first hand.

Look here a moment—isn't it worth while to point out to your prospect that thousands of dollars are spent by the company each year in having their tubs made for them in the South, where the cedar wood is obtained from the southern swamps-natural "water proof wood," which is endowed by Mother Nature with a special propensity for resisting the rotting effects of many wash Then there are the waters? hoops-bands of steel, drawn tight into the mortised staves and electrically welded together under pressure. I'm not trying to write a catalog of our machines. may sound like it, but I am only showing you some of the little details which we have learned in studying them and I really think I could write a book on the many little features of superiority which we have come across by comparing them with other makes.

Then, too, I've seen many of the manufacturing operations in the factory. But you can learn as much about your machine from the company sales literature, and from what your customers will tell you about it. As a matter of fact, it's the personal enthusiasm which you put into the demonstration that's going to bring your prospect up to the point of laying down the cash.

Speaking of payment, we are so sure of our washer that we are always willing to sell one to any reliable person for a trial washing in their home without one cent of money in advance. That gives them an opportunity to determine for themselves just how much they can believe and absorb from your sales talk.

Only One Returned

You may judge as to the wisdom of this plan when I tell you that in 1920, we had only one machine returned, and that due to absolutely no fault of its own. A woman wanted to try one, thinking that perhaps her rheumatic condition would allow her to swing the tub, but she was unable to manage it and so she had to go back to her former practice of sending her washing out.

Just a few days ago, we received a telephone order to ship one of these machines to our capitol city—fifty miles distant, and we are only a little village of less than three thousand. That lady had seen our advertising and had read the company's advertisements; she couldn't locate a washer down there, so we filled the order. She said she wouldn't have any other kind.

Another was shipped out by railroad as a Christmas gift—a girl working in town was sending it to her mother.

A man in the other end of the · County had seen his neighbor

BOSS Electric Washer

An Electric Washer of the highest quality made to retail at a moderate price. Equipped with 12 inch, highest-grade swinging reversible wringer, G-E motor.

Your Stock will not be complete without this unusual value

THE BOSS WASHING MACHINE CO. CINCINNATI, OHIO



Digitized by GOOVIC

running a water motor model, and wanted us to get one just like it, for him.

One wash-woman in town has two of the hand machines; she operates one and her daughter the other.

There is really no royal road to Trade Secret Town where we can all learn of wonderful plans to follow in working up a big business in Washing Machines for 1921, Just select your machine with an eye to a permanent connection; learn all you possibly can about it; then get behind and boost with all your might and you're going to spell Doom for many a wash board and tub in your community this Spring.

The Truth Out

A negress came to St. Louis city dispensary with a badly broken jaw. The doctor questioned her as to how she got it. She gave evasive answers. Finally she admitted she was 'hit with a object.' 'Was it a large object?' asked the physician. 'Tol'able large.' 'Was it a hard object or a soft object?' 'Tol'able hard.' 'Was it coming rapidly or slowly?' 'Tol'able fast.' Then her patience exhausted, she exclaimed: 'To tell de truf, doctor, I was jest nach'ly kick' in de face by a gemman friend.'

The New Equality

'Did Mrs. Grabcoin vote?'

'No, she failed to get the social recognition at the polls she considered her due.'

'How was that?'

'Her cook was in line just ahead of her and refused to yield precedence.'

A Good Percentage

Visitor in factory: 'How many people work here?'

Foreman: 'About half of them.'

Stunt That Sold Electric Heaters

HOW long does it take an electric heater to melt 100 pounds of ice?

On this question the Indiana Service Corporation, of Fort Wayne, Indiana, recently framed an unusual and very interesting window display.

In its main show window the concern placed a 100-pound cake of ice on a stand. Near the stand, facing the ice, was placed a glowing Electric Heater. Then a window card called attention to the display in the following words:

"How long for the heater to melt the ice?

"Come and make your guess and win an electric heater."

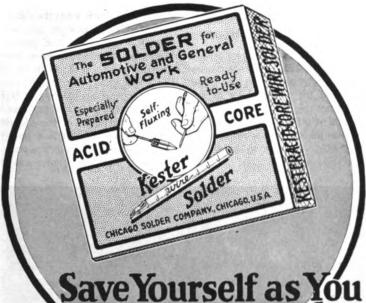
In addition to this window display the company advertised the stunt by the use of newspaper advertisements. At the top of the ads were placed pictures of the window and these pictures were then followed by this reading matter:

"FREE — AN ELECTRIC HEATER:

"See our window display.

"How long will it take the heater to melt 100 pounds of ice? Register your guess before 1 p. m. Saturday. At that time we will place in our west window the 100 pounds of ice. To the one guessing nearest the correct amount of time, we will give a heater FREE.

"This heater is but one of the many appliances we have on display in our show room. A complete stock to select from and at prices that represent true value."



Save Yourself as You Save Your Customer

HEN you sell your customers Kester Acid-Core Wire Solder you save yourself because it's like selling a box of tacks. No losses from cutting or overweights. No losses from broken bottles of flux. Stocks two items in one—sells two in one. Easiest to sell because it is widely known through its advertising.

Your customers—electricians, repairmen, farmers, tinsmiths, plumbers, garagemen, automobilists, and householders—save by using Kester Acid-Core Wire Solder. It's easier for them to use because it does away with separate application of flux. It saves waste from old fashioned pots of acid or paste. It does a better job because the flux is released from the core of pockets as solder is melted in just the right proportions. Every job is properly fluxed. It's safe and sanitary—flux always sealed tight in the hollow wire until released on the job with solder.

Put up in one-pound coils in cartons (like illustration) and on one, five, and ten-pound spools. Ask your jobber.

CHICAGO SOLDER CO. CHICAGO, U.S.A.

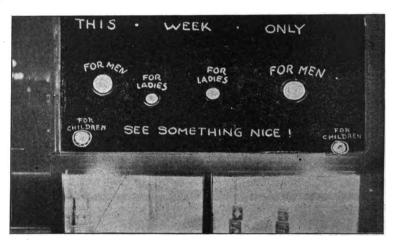
Novel Window Display Drew Crowd to Store

USUALLY it is the best policy to make a store's windows very easily looked into; but one merchant for a few days before a holiday display resorted to an unusual stunt that was a success.

From the top of his window he hung black cambric to cover the window glass. In this, he had

them. And this is what they saw:

Behind each hole in the window, was a packing box, painted black, on a pedestal at a level with the eyes. In the top of the box was a small electric light that lighted up an article in the box. In one of the men's boxes was a safety razor outfit of the highest grade; in the other was a box of cigars. In one of the boxes opposite the women's peepholes was an



It's hard to pass by a window like this without stopping for a peep; the glass is covered with black cambric and the holes are outlined with white circles

cut at several heights little peepholes. Two of these were marked on the glass, "FOR MEN"; two were marked, "FOR LADIES" and two others at the bottom, "FOR CHILDREN." Around the holes cut in the cloth were white circles to make them more easily seen.

This stopped a great many people, and of course the men not only looked in at the "Men" peepholes, but hastened to peep into those marked for ladies. The children looked into those marked for ivory set; and in the other a bottle of perfumery. Behind the two children's peepholes were a small camera and a little toy set.

The window attracted many people, the men and women bantering each other to look. It also created a lot of talk around town, and the novelty of so unusual a display proved of excellent advertising value to the store. After a week the shade was removed to give way to the store's regular display of merchandise.

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THE PYREX POLICY IS BUSINESS INSURANCE

THE question has been asked, "Why did you continue to advertise Pyrex when you could not supply the demand?" The reply was, "Business insurance for the dealer."

The question was also asked, "Why don't you do as others are doing and double the price of Pyrex?" The reply was the same, "Business insurance for the dealer."

Since 1915 the price of Pyrex was only advanced 20%. The trade knows it, the people know it, and no one is waiting for a "bargain" in Pyrex.

The Pyrex policy insures the dealer's investment. The Pyrex turnover is the backbone of the houseware business.

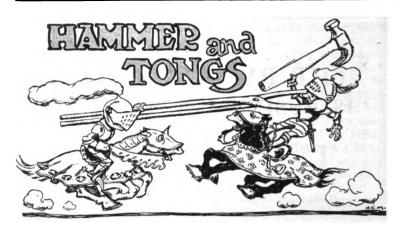
PYREX

TRANSPARENT OVEN DISHES

Pyrex Sales Division
CORNING GLASS WORKS
World's Largest Makers of Technical Glass

703 TIOGA AVENUE CORNING, N. Y.





The Retort Pointed

After a ruthless process of rejection there were five applicants for the post of errand boy left for the head of the firm himself to interview.

It was one of his flippant mornings, and he sought to amuse himself by asking the eager boys puzzling and quite irrelevant questions to test their general knowledge.

"How far away from the earth is the North Star?" was the question he fired at the third shiny-faced youngster.

"I'm sorry I can not give you the exact figure offhand sir," was the reply, "but on a rough estimate I should say that it is far enough away not to interfere with me running errands."

He got the post.

Too Noisy

Two middle aged ladies, Irish by consent, were returning from a funeral in Buffalo recently. They chanced to cross Shelton Square at noon as the chimes of St. Paul's church were sweetly toning "Nearer My God To Thee."

Mrs. Duffy leaned over to Mrs. Casey, who is deaf, and said, "Don't the chimes sound beautiful?"

"What's that?" asked Mrs. Casey. Mrs. Duffy repeated in a louder tone, "I say, don't the chimes sound beautiful?"

"What's that you say?"

Raising her voice still higher, Mrs. Duffy reiterated, "Don't the chimes sound beautiful?"

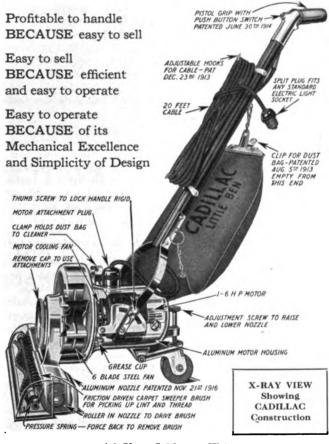
This time Mrs. Casey leaned nearer and replied, "Them d—m bells are making so much noise, I can't hear a word you say."



"You seem to get a lot of enjoyment running that lawn mower, Jim."

"Yes, it's such a relief to run a machine that doesn't burn up gasoline, have punctures or have to be cranked up."

CADILLAC ELECTRIC VACUUM CLEANER



Ask Your Jobber or Write

CLEMENTS MFG. CO.

608 Fulton St., Chicago, Ill.

CANADIAN FACTORY

72 Duchess St., Toronto

Ontario, Canada



NOVELTY

That sells readily and at a good profit wherever shown

<u> The</u> **Slipon** Handle Protector

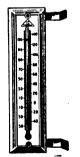
positively prevents burnt coffee pot and percolator handles. Housewives buy on sight. The attractive self selling display cartons in which they are packed, makes them move fast.

Order From Your Regular Jobber

YOUNG SPECIALTY CO. 2223 Vliet St., Milwaukee, Wis.

Something Entirely New

Weather-Proof
WINDOW
THERMOMETERS



When it gets soiled wash it
Will not break like glass

THE LARGE-PIKE THERMOMETER CO. Troy, N. Y., U. S. A.

The Sales Manager Comes in for His Share of Responsibility

(Continued from page 29)

tory that their salesman will call in January and that the house will let them know exactly when to expect him, soliciting a share of their favors, etc.

While this may be a form letter, it should be so well written that it avoids the appearance of a form. Every letter of this kind should be signed by the sales manager by hand, and if the sales manager happens to know the customer personally, he can make a little personal notation at the bottom of the letter in his own handwriting. Then, when these letters are sent out, the date is entered on the card with a figure "one" in a circle, indicating that the first sales shot has been fired.

The Acknowledgment Letter

Now the salesman comes along and suppose he opens a new account. The card is blank. From the form supplied to salesmen the necessary instructions are entered on the card and then an acknowledgment letter is sent. This we will call letter "two". This letter expresses to the merchant the pleasure of the house in having him open an account.

It expresses the hope that he will be satisfied with its goods and its service and that he will continue to buy from it, both through the salesman and by mail. The letter also states the fact that the salesman receives full credit for any mail orders that come direct to the house from his trade between his visits.

As these letters are all forms,



Screws and Bolts

are best taken care of in

HELLER'S Screw and Bolt Cabinets

Ask for Catalog No. 37G

HELLER'S Simple System Hardware Shelving

is described in catalog No. 25 just from press

Write for it today

W. C. Heller & Co.

Montpelier, Ohio



The Top Third

In the top third of the population, the 7,000,000 families whose annual income is sufficient to enable them to provide not only necessities of life but some of the luxuries—from this class comes the greatest volume of business.

These 7,000,000 families include every charge customer, every substantial family in your community, all the people you are most anxious to list under the heading of "Customer".

The Delineator reaches one in every seven of these 7,000,000 families—that means every seventh good home in your trade territory.

The Delineator has barred out mail order advertising. The mail order houses cannot reach these homes through The Delineator. It features only goods sold in retail stores. It is a strong, powerful ally that is fighting your fight.

The

Delineator

The magazine in one million homes



FATHER NOW REPAIRS THE FAMILY SHOES HIMSELF

COBBLER OUTFITS will be wanted when both eyes are open to the possibility of saving money on the family's shoe repair bill. Are you prepared to supply the host of home shoe repairers in your locality? How are you fixed on Star line of COBBLER OUTFITS, LASTS and STANDS, HAMMERS, etc.?

Better get an order off to your jobber. It pays to display COB-BLER OUTFITS.

Star Heel Plate Co. 357-391 Wilson Avenue NEWARK, N. J.





Self-Heating Iron
Will satisfy your trade
Over 1,000,000 in use

As simple as the old style iron and twice as easy to work with. Highly polished and nickel plated. Heat regulated instantly.

For prices, write your Jobber or the

Royal Self-Heating Iron Co.
Big Prairie, Ohio

they take very little work, and only accuracy is required in seeing that they are sent out properly. Then if there are other letters that follow, calling attention to various lines of goods, or special items, each of these letters in turn is numbered and the sales manager can tell by the card at a glance exactly what letters have been sent a merchant. By looking at the register on the back of the card the sales manager can also see at a glance whether there have been any responses in the way of orders.

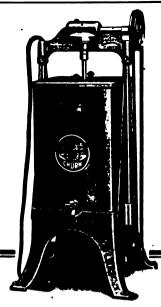
Now let us take the case of a new customer. We all know that first impressions are usually lasting ones. A new customer should receive special attention.

Impressing the New Customer

Therefore when this order strikes the card and it is found to be a new account, the proper tags are placed on the order, instructing the stock and shipping departments to be exceedingly careful to send only nice clean boxes, to pack the goods with extra care, to fill the order complete, and to see that it is shipped with extra dispatch. In other words, the Sales Department must use all the departments in the house to make a good impression on the new customer.

In carefully managed businesses the original order when finished, with invoice, comes to the desk of the sales manager so he can look over the order carefully and see how it has been handled. Suppose the order has been filled without a single omission!

Then the sales manager has an opportunity to call the attention of the customer to the fact that



CHURNING--Without turning

The DAZEY Electric Churn incorporates the same wonderful buttermaking principle that has won for the DAZEY Hand Churn more than a million enthusiastic followers.

Churning without turning with the DAZEY Electric simply means buttermaking without labor. It means making butter the new and better way.

DAZEY owners just naturally expect big things when new improvements are offered and the DAZEY Electric will more than meet the expectation of these women.

Think of more than 800,000 electrically equipped farms alone—then you appreciate the sales possibilities. Some of these are in your territory and a simple, successful plan of selling them is what we want to tell you about. Write today.

Made in 4-6-10-16 and 28 Gallon sizes
DAZEY CHURN & MFG. CO. Dept. G., ST. LOUIS, MO.



Digitized by GOOGLE

notwithstanding the size of his order, they have taken pleasure in filling it without a single "short." Probably this fact would not have been noticed by the customer unless it was brought to his attention.

The "Tickler"

If there happen to be unavoidable "shorts," the sales manager has an opportunity to explain why these goods are not sent. The great attention given to such details will naturally make an impression upon the mind of the customer. This inevitably helps the salesman, as well as the house.

No sales manager can possibly do business without what I used to call a "tickler." By that I mean a contrivance by which my stenographer or secretary brought

up papers at a future date.

In the case of new accounts, a memorandum should immediately be made in the "tickler" to look up that merchant and see if he buys any goods in the next thirty days. If not, he is to receive a treat in the form of Letter Number "Three," enclosing a stamped, self-addressed envelope and politely asking him if the goods of his first order were received promptly and if they opened to his entire satisfaction. A followup system of this kind often surprises the retail merchant. can not understand how the sales managers of large houses have such wonderful "memories"!

I made it a custom for years to dictate to my stenographer a memorandum of the date of the call of a customer or a prospect and then very brief notes of our conversation. I would place this memorandum in the "tickler" and

have it come up in thirty or sixty days. Then I would write a letter to this merchant, referring to his visit, recalling the subject of our conversation, and asking him certain questions. Such letters led to correspondence—to personal contact and naturally to sales.

Salesman Gets Busy

Copies of all these letters were sent to the salesmen, and salesman was impressed when he found a constant running fire of correspondence between the head office and his customers. He naturally thought if the "old man" could keep so busy he would have to get busy himself! letters, when skillfully written, made a very favorable impression upon the minds of the merchants.

I remember the case of a salesman who resigned his position with us and went with another house. Afterwards he wrote me a letter, asking to be taken back and the reason he gave was that the house he was with never wrote him any letters and never wrote to his customers. "Why"-he said to me-"I could send them a beautiful order and they never wrote me a line about it nor did they write a line to the merchant. thanking him for the business."

If a salesman is trained under a sales-managing system, such as I now outline, he will never be satisfied with any other method. I know this from experience.

The art of sales managing is to get the best possible results from salesmen of average ability. order to do this, the average salesman must be told in a general way what to do. He is not expected to follow instructions like a parrot. but he is given certain general

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Saves Miles of Steps

"Over a million in use" is convincing proof of how easily the "Comfort" Self-Heating Flat Iron sells. Safe, simple, convenient one filling lasts 5 hours. Beautiful nickel finish. Heats up in half-a-minute—saves miles of steps between stone and ironing board.

Spring Time is Profit Time with This Fast Seller

There is a year around demand for "Comfort" Irons with extra large sales in spring and summer. We help your introduce it—electro-types furnished for you local paper and space paid for introductory ad. For prices address your jobber or write to

NATIONAL STAMPING AND ELECTRIC WORKS

Chicago

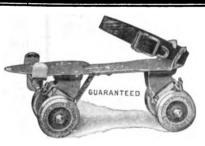
Illinois

Heats While It Irons



"COMFORT Self Heating IRON"

First with the Kiddies!



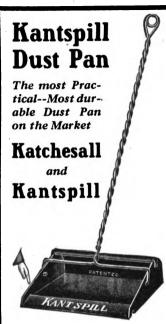
"Chicago" Skates

Self Contained (1-4 inch)

BALL bearing wheels, different than the rest and better. Built like an auto wheel—takes a side thrust as well as a straight run. They are better sellers. No "come backs." The best Jobbers carry them—if yours don't write us. QUICK SERVICE.

CHICAGO ROLLER SKATE COMPANY 4458 West Lake Street - - Chicago, Ill.

Digitized by GOOGLE



KANTSPILL FEATURES

Made of heavy gauge steel, one piece. Heavy edge reinforced at ends, prevents bending of edge and Katchesall—sweepings Kantkreep under the pan.

Pan inclines from edge—then a drop—sweepings go in and stay in—Kantspill Out.

When hanging on the wall, hood end downward, still working for Mrs. Housewife as—A Katchall for Scraps.

Twisted wire handle, 30 inches long—Kantbreak the Back.

Dimensions—Width, 111/2 inches. Length, front to back, 101/2 inches. Height at hood, 31/2 inches. Finish—Pan and Handle—Olive green enameled. Packed—One dozen in Corrugated Shipping Containers. Weight, 29 pounds.

Manufactured by

WM. F. LEWIS MFG. CO. INCORPORATED

681-83 Endicott Bldg. St. Paul, Minn. plans and ideas that have proved to be successul. If the salesman is intelligent, he will try these plans, and when he finds they "pull," he will use them for his selling ground work.

When a salesman starts out on his first trip he should be instructed to keep a carefully posted notebook. In this book he should enter all the questions that come up in his travels concerning the business or the goods about which he is not clear. If the salesman does not travel at too great a distance it is an excellent idea to have him return to the house after his first trip and spend a day or two going over his troubles with his sales manager.

February the Zero Hour

In most lines of business the month of February is the zero hour of business. It is the poorest month in the year for the retail trade. In January, after the retail merchant has taken his inventory, he fills up the gap in his stock. There is very little retail business at that time. Then the salesmen call on their second trip and usually the orders are short. February is the month in which the new salesman on the new territory should be called home to have his tires pumped up.

Gone But Not Forgotten

Teacher—Can you say three words in a dead language?
Student—Sloe gin fizz.

Joys of Motoring

Passer-by (to motorist at side of road): 'What's the matter? Have a puncture?'

Motorist (with great self-control): 'No; I'm changing the air in the tires!'





ELECTRIC CLEANER

is the housewife's ideal of what a cleaner ought to belight, graceful, simple and handy, yet a cleaner that does its work thoroughly and does all kinds of cleaning from heavy Wilton rugs to bare linoleum or even concrete.

There recently have been held a number of electric cleaner "contests" in which various machines have competed. So far as we know, the ROYAL always wins. It can do all the "stunts".

But "stunt" demonstrations don't mean much to the housewife. When she comes to you to buy, she wants a cleaner that will clean her home, and when you sell her a ROYAL you are able to prove to her that it is the very best home-cleaning machine made.

THE P. A. GEIER COMPANY CLEVELAND, OHIO

Still a Chance at that \$50 Prize

See Page 35 for Complete Details

Silver Lake Sash Cord

Sold by Net Weight, Guaranteed Full Lengths

Established 1869

Silver Lake Co.

Newtonville, Mass.

KFFS (Gossett) Screen Hangers



Make it easy to hang full length

window screens.

The larger openings in the "eyes" and the little guide flanges are what make the difference. They're exclusive "Kees" features.
Sold by most jobbers. If yours

can't supply you drop us a card.

Kees Mig.

Beatrice, Nebraska Makers of "Brownie" Roller Skates

What Are You Going to Hand Me?

(Continued from page 31)

mile out of my way to buy a fuse from you.

Do you sell carburetors? There is a nice profit in carburetors. And many a man whose engine is kicking up didoes and acting as if possessed of the merry Devil looks to a new carburetor to cure the evils which are his. your salesman expatiate upon the merits of one, to the exclusion of all others, merely because he happens to have that one on hand? Or does he try to learndo vou insist that he try to learnwhich carburetor is most successful with which car? For strange and mysterious reasons which probably are not well understood even by the carburetor engineer. the same device which works wonderfully on the Picidillopacker car doesn't function at all well upon the Chalmobile. carburetor which produces great economy and much power upon the Studewell doesn't function nearly so well when used with the Caddihard. It is much to your interest to have your salesmen know which instrument produces which results and see that the customer gets the carburetor he really ought to have and not the one he comes in to buy merely because he has read about its marvelous performances.

There are about four flivvers running around the streets for every car of more expensive make. As a natural result, there are more and different accessories designed for flivvers than for all the rest of the cars put together. A mathamatician once estimated that it was perfectly possible to spend



Sturges Steel Churns



They Speak for Themselves

UST place them where your customers can see them. They sell themselves. Beautifully finished with red and blue enamel paint and made completely of steel. Sturges Steel Churns last a lifetime.

Absolutely sanitary. Steel barrel cleans as easily as a china bowl. No corners for dirt or milk to lodge.

Every farm home wants a Sturges Steel Churn. Our Advertising to these people, your customers, is directing them to you. Don't delay writing for Circular No. 166.

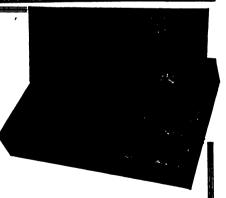
Sturges & Burn Mfg. Co. (Est. 1865) Chicago, Illinois
Also Makers of Sturges Guaranteed Capacity Milk Cans

THE BEST SELLERS

Known to the trade are

Wooster Brushes

In assortments for display, also in individual cartons.



Wooster Brushes

Manufactured only by

The Wooster Brush Company

Wooster, Office

Since 1851-One Family-One Idea-Better Brushes



Cronk Steel Rake

Replacing malleable. Cost little more than cast rakes, worth double

Dealers supplied through jobbers

The Cronk & Carrier Mfg. Co. Elmira, N. Y.





As mills start up and business grows, You'll wantsome Clamps to fit your hose, The "YERDON" kind, made of CAST BRASS,

Will serve you best, hold tight, and LAST.

WILLIAM YERDON
No. 4 Center St. Fort Plain, N. Y.

the price and three-elevenths more than the price of a new flivver on attachments, dew-dabs, accessories and additions to a flivver to make a real automobile of it.

Some of these accessories are most useful and desirable. Others are—well they are cleverly designed hooks made to separate the flivver owner from his money. True it is that there are flivver owners who would buy a vibration register for their car if they could find it—but would it profit you in the long run to sell it? Why sell a flivver owner a special speedometer capable of registering eighty miles per hour?

Know Your Coods

Success in any business which depends upon the good will of the customer can only be lastingly attained by considering the customer's interests first. Few of the many who drive automobiles really know much about their cars or what they propose to buy for it. The accessory dealer who insists that his salesmen act, not as father confessors, but as friendly advisors: who insists that they know their own goods will make for himself a lasting clientele which his competitor cannot grab away by the cleverest of advertising.

A woman will resent all advice in selecting a husband, and take two friends with her to pick out a hat.

Going Up!

Young Sailor—On my last voyage I saw waves forty feet high.

Old Salt—Get out! I was at sea for fifty years and never saw 'em that height.

Young Salt—Well, things are higher now than they used to be.



A Live Proposition for Up-to-date Merchants

A Tool that Every Farmer Needs

MASTERS RAPID PLANT SETTER

Transplants cabbage, tomatoes, tobacco, sweet potatoes, peppera, strawberries, etc. Each plant set, watered and covered in one operation.

Saves all the Hard Labor

Is easy to operate. More than three times as fast as hand setting. Does perfect work. A practical tool. YOU CAN SELL MANY OF THEM IN YOUR TERRITORY. RETAILS \$6.75.

Ask your jobber-or write

MASTERS PLANTER CO.

221 N. STATE ST.

CHICAGO, ILL.

Quick Profits From This Counter Display Case

Hercules Cold Soder is a semi-liquid mender for all kinds of metal. It comes in handy tubes ready for instant use. No heat needed.

Hercules Cold Soder

The Metal Mender

s needed in every home, every garage and on every farm. It will mend anything from a tin pail or a coffee pot to an automobile radiator or a water tank.

Two dozen tubilin a display carton, \$4.00. Order from your Jobber.



Hercules Products Co.

Council Bluffs

Iowa, U.S.A.



It Pays to Buy Good Tools



TRADE MARK REG

Vaughan's Vanadium Supersteel Hammers

These marks identify the strongest and toughest hammers made. Vaughan's Vanadium Supersteel is not subject to the molecular changes which cause ordinary steel to deteriorate in use.



During this year we will offer additional lines of carpenters' tools which we have had in process of development for several years. The service of V & B products is assured by analysis, physical inspection and mercilessly exacting tests.

All genuine Vaughan's Vanadium Supersteel Nail Hammers bear our name and are sold only under our Brand.

Sizes	No. 20 oz.	No. 16 oz.	No. 13 oz.	$_{42\frac{1}{2}}^{\text{No.}}$ 10 oz.
-------	------------	------------	------------	--

Sold by leading Hardware Jobbers Write for detail circular and catalog

VAUGHAN @ BUSHNELL MFG. CO.

For over 50] Years Makers of Fine Tools

2114 Carroll Avenue

CHICAGO, ILL.

It Pays to Sell Good Tools

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WITH THE COMPLIMENTS OF

F. P. MAY HARDWARE CO.

WASHINGTON. D.C.

VN



PREPAREDNESS

Did You Ever Stop to Think

That you can't make a profit until you make a sale—and you can't make a sale unless you have the goods?

For Instance:

Carpenter tools
Garden barrows
Lawn Mowers
Grass Hooks
Hose
Grindstones
Continental Screens
Rakes
Garden Plows

These are only a few of the items you should have in stock at this time. How many are you low on?

F. P. May Hardware Company

Wholesale Distributors
Washington, D. C.

Summer Comfort



Nesco Perfect Oil Stoves

The demand for a "comfortable" summer stove is becoming greater, and a stove that is efficient, attractive and sanitary as well will put dollars in your pockets and bring new customers into the store

The Answer—A Nesco Perfect

No odor—No drip—No smoke Sturdy legs that don't spread and trip A hard baked finish of blue and grey enamel that makes it ornamental and easy to keep clean The "flame within a flame" which makes less fuel give more heat

The Rockweave wick which eliminates frequent changing

5 STYLES

3 and 4 Burner with or without High Back
2 Burner Without High Back

SELL A NESCO OVEN WITH EVERY STOVE

F. P. May Hardware Company

Wholesale Distributors

Washington, D. C.

Points of Superiority in Cyclone Fence

Original Designs

CYCLONE Fence patterns are closely woven into beautiful symmetrical designs that are attractive and artistic.

Deep Crimped Pickets The extra-deep crimp of the picket wires forms an absolute lock for the cables, preventing their being pushed up or down on the pickets. And the pickets are heavy and strong enough to retain their shape.

Triple Reverse Twist Horizontal cable wires are twisted with a triple twist between pickets when spaced 3 inches apart. The cable twist is reversed on the pickets instead of between them, forming an absolute lock on the pickets.



Even Picket Tops Every foot of CYCLONE Fabric has picket tops perfectly even. The ends are doubled over and woven back into the top cables, increasing the strength and beauty of the sence.

Heavily Galvanized Wire CYCLONE Fence is heavy—made of large Bessemer-steel wire, heavily galvanized, to give maximum protection from rust.



Look for the Red Label

Two Top Cables Close

The two top cables are placed close together, being spaced 2½ inches apart to give a double lock to the top of the pickets. The rest of the cables are spaced about 6 inches apart. These two top cables increase the strength of the fabric to withstand heavy strain at a point where strength is most needed.

F. P. May Hardware Company

Distributors

Washington, D. C.



When They Begin to Bite

All the boys and father will want to "go a-fishin'." If they have the right kind of tackle they will surely want a snapshot of the mess they bring in. And that means more business for you.

For Satisfaction Give Them
KINGFISHER LINES
BRISTOL RODS

We Also Have a Full Line Of
Lignum Vitae Lines
Sampson Rods

Be Ready When the Season Opens

Reminders:

Hercules hooks Ideal floats Sinkers Meisselbach Reels Crab nets Minnow buckets

F. P. May Hardware Company

Wholesale Distributors
Washington, D. C.

GOOD HARDWARE

A monthly magazine for the Hardware Dealer who believes the interchange of ideas is good for the soul and the pocketbook Edited by BEN GREELY

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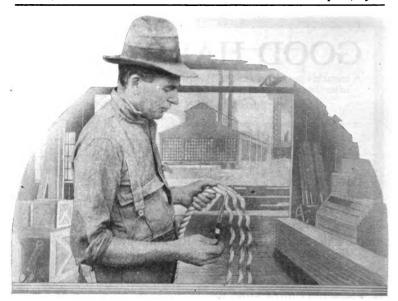
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LEONARD TINGLE, Business Manager Butterick Building, New York

W. C. McMillan, Eastern Manager
709—6th Ave., New York
EDMUND CARRINGTON, Western Manager
Mallers Building, Chicago

J. A. TOWNSEND, Pacific Coast Manager Hobart Building, San Francisco





The Contractor Knows

The Columbian red, white and blue *Tape-Marker* is now proving the contractors greatest safeguard when making his rope purchases and he is looking for it in the rope for every job.

Like other nationally known products, Columbian Pure Manilla Rope bearing the red, white and blue Tape-Marker is accepted as a standard by many trades for regardless of place purchased, the rope bearing this Tape-Marker is backed by the broad

Columbian guarantee which covers the quality, strength, durability and service of that rope.

Mr Hardware Dealer, are you prepared to supply the demand for Columbian? If so, let us send you a large poster card to place in your store or window, featuring the *Tape-Marked* feature.

If you have no stock of Columbian, write us for the name of your nearest Columbian jobber.

COLUMBIAN ROPE COMPANY

432-80 GENESEE ST.

Auburn, N. Y. "The Cordage City"

Branches: New York Chicago Boston Baltimore Houston

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GOOD HARDWARE

A National Magazine
Published Monthly for the Hardware Trade

Edited by

BEN GREELY

Vol. 2

APRIL, 1921

No. 7

The Success of Your Store Depends on Keeping Your Dollars Busy

When money is invested in goods the merchant must first sell them; second, sell them at a profit; third, sell them quickly

By Ben Greely

URNOVER means investment of dollars in goods, sales of those goods, re-investment, re-sale, and so on, and the process must be repeated often and at a profit, says a bulletin of the California Retail Hardware and Implement Association.

This is the goal of every business, large or small—whether the amount involved is one thousand dollars or one million and the merchant will fail to score when not shooting at this target.

The profit made out of business does not depend upon the amount of capital tied up in stock.

ON the contrary, net earnings hinge upon the frequency of buying and selling—the speed with which dollars are made to produce.

The retailer's ability to superintend dollars, to keep them employed so that they are bringing in other dollars, determines the degree of success attained as a storekeeper. The purpose of the retail business is buying merchandise, selling that merchandise for more than was paid for it, then reinvesting and repeating the process.

Intelligent selling is therefore the kernel of turnover proposition.

If a dealer bought a piece of merchandise for a dollar and



never sold it, he would simply lose his dollar; if he sold it for no more than a dollar, he would not make a cent, in fact, would be out his operating expense; and even if he sold it for a dollar fifty, but took six months to do it, he would not be serving the true purpose of merchandising, which is frequent turnover of invested capital at a profit.

When money is invested in goods, the merchant must, first, sell the goods, second, sell them at a profit, third, sell them

quickly.

Without a fair profit you cannot pay dividends; without dividends you cannot command new capital; without new capital you cannot expand and improve your business—in other words, you cannot succeed. Without these requisites you cannot give service.

Always remember that money has earning power. You could put your funds in securities and make an average six per cent. any time, without doing a lick of work yourself. You get that return because somebody else is making your money work. If it became idle, you would not receive your dividend.

When goods move slowly, when it takes a long time to turn them into money, they are wasting the earning power of the dollars invested in them; and when they are sold merely on an even basis, the earning power of working capital is likewise squandered.

THE mail order houses came in for their share of trouble in the latter part of 1920 as is shown by the following figures on the business of Sears Roebuck & Company.

pany.				
Sales				
1919	\$233,902,584			
1920	233,856,872			
Loss	\$45,712			
Jan., 1920 \$29,490,976				
Jan., 19	15,597,766			
Loss	\$13,893,210			
Profit				
1919	\$18,890,125			
1920	11,746,670			

The head of a big mail order house was talking recently to the head of a large retail store.

\$7,143,455

Loss

"Here I sit," said he, "unable to do a thing. I can't use my brains, I can't use my ability or my intelligence. I've just got to wait until the farmer out in Maine or North Dakota or Washington gets ready to buy something."

The local merchant has plenty of troubles but he has one advantage. He is right on the job, he knows local conditions and if he will, he can put on pressure when pressure is most needed.





UR friend, The Springfield Republican, says there are so many kinds of "shops" nowadays that it is necessary to define

one's terms. There is the open shop, the open union shop, the open non-union shop, the closed shop, the closed union shop, the closed non-union shop, the wide-open shop, the shut-tight shop, the half-and-half shop, and pretty soon there won't be any shop at all.



WISE contemporary of ours in California points out that it's a good idea to bear in mind that you are in competition not only with other merchants in your line of business, but with every other merchant too—the haberdasher — the florist — the butcher—the baker—the candlestick maker.

When you consider that 95% of all the people in America spend practically all they make each pay day you must realize that it is the best salesman who gets the biggest share of the wage earner's money.

In other words, if the haberdasher beats you to it and sells the wage earner a lot of silk shirts and neckties and pajamas and things by the power of suggestion and good salesmanship, before you have even presented the virtue of your wares, what chance have you got to sell him a hammer or a monkey wrench?

Every seller of every line of merchandise is your competitor. If you let him get the customers' money first you are the loser.

Are you going to be satisfied with what is left after the other fellow has had first chance at public patronage because he was wider awake than you? Or are you going to be as alert as the haberdasher, the piano dealer, the shoe merchant and the jeweler?

AT a recent convention of the Pacific Northwest Hardware and Implement Dealers' Association, these four general principles were unanimously approved; Increase your sales; reduce your expense accounts; keep your business on as near a cash basis as possible; and reduce your merchandise account and liquidate accounts and notes payable.

ALL of which does not mean that competition is a bad thing. On the contrary. It's just as much the life of trade today as it ever was. And the merchant who isn't afraid to get into the fight for business will find himself all the richer because there was a fight to get into.

A splendid example of the constructive value of competition was brought out during the war when the Government went into the life insurance business. It taught insurance to millions who hadn't known much about it or weren't very much interested in insurance before. The Government wrote millions of new policies. But did that hurt the private insurance companies? Not one bit. It proved the biggest boost that that business ever got, and as a result everybody profited.



Table Near Entrance Advertises Specials

HAVING a large double entrance that brings to every person on the sidewalk before the door a view of the interior, the Cass, Smurr-Damerel Hardware Company, makes use of that

way to add \$3 and upwards to many of the linoleum sales of the firm. He was in a kitchen one day making a delivery when he saw before the sink a rubber doormat. The woman of the household told him that, aside from saving the linoleum, it was an ideal mat for her feet as she worked at the sink.



The Cass, Smurr-Damerel Hardware Co. has placed a table right up at the front of the store on which some special is displayed every week

advantage to invite into the store all who happen to glance that way.

Setting back a few feet from the door is a table which always bears at least one special for the week. A large card above calls attention to the offers and there is a display on the table. As a rule the goods are such as would interest the housewife.

Sells Kitchen Mats Along With Linoleum

THE driver for a hardware store whose linoleum business is a large item, learned recently and quite by chance of a

Now when he delivers an order of linoleum and the bright new effect pleases the customer, he makes use of the tip he got. He points out the fact that she will wear out the linoleum at the sink sooner than at any other spot and that it will probably have to be patched there at least twice. He then suggests that a rubber mat, just large enough to cover the space, will be easy to stand on and easily removed when she mops the floor.

The sale of the mat almost invariably results and, with the price ranging from \$3 upwards, the addition is worth while.

How the Banker Can Help the Retail Hardware Dealer

Some of the many advantages for the merchant in the trade acceptance system; it will strengthen his credit and enable him to compete successfully with those having more capital

By Jack O'Donnell

If there is one word in the Dictionary of Business which covers ninety per cent of the worries of the retail merchant and the banker it is the word Credit. Credit is the rock upon which the retail merchant builds his house; it is the banker's line of merchandise.

During the last ten years both banker and retail merchant have been casting about for a way to help each other overcome the worries that are brought about by credit—or lack of it—and at last have hit upon a business system that helps the banker help the merchant and helps the merchant help the banker. It is technically known as the trade acceptance system.

According to the Savings Banks Association of the State of New York, the trade acceptance system has been adopted by more than 20,000 business houses in this country. Yet today there are thousands of retail merchants who have not taken advantage of this modern business instrument chiefly because they don't know what it is or how it works.

Reduced to a simple definition a trade acceptance "is a time draft drawn by the seller of merchandise on the buyer for the purchase price of the goods and accepted by the buyer, payable on a certain date, at a certain place designated on its face."

To illustrate, we'll take the well-known Mr. Jones and his equally well-known friend Mr. Smith, and put them through an ordinary, everyday business transaction. We'll take it for granted that Jones and Smith who formerly used the open account system, have decided to do business on a trade acceptance basis. Jones is a jobber who sells hardware to Smith, a retail merchant, on

credit. They agree upon a price, the credit terms and everything except the question of pay-On a trade ment. acceptance form Iones puts in writing the payment terms as he understands them, signs the form and then presents the instrument to Smith, saying: "This is my understanding of our agreement. How does it strike you?"

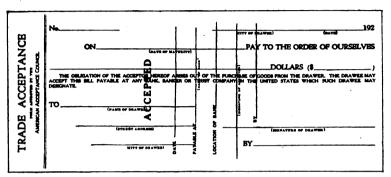
Smith examines the form and says:

The solution of the retail dealer's credit problem, according to leading bankers, is the Trade Acceptance Plan which is described clearly in this article by Mr. O'Donnell. The author tells why the system will strengthen the merchant's credit and enable him to compete more successfully with other merchants, and just how it works out in actual practice. Every dealer should read this article.

"Yes, this is correct."

Then Jones asks: "Would you mind signing it so as to make the record complete? If you'll do that you'll provide me with something which I can take to the bank and get funds with in case I need some before your obliga-

are completed. Smith, who has done business with Jones before, has every reason to believe that the goods he has purchased will reach him in proper condition so he is satisfied to turn over to Jones the trade acceptance and both he and Jones are in a postion



When the credit customer signs this form he gives the dealer something which he can take to the bank and turn into cash

tion comes due. You will not be troubled, of course, until your obligation matures."

Smith, being a good business man, has no objection to acknowledging his debt so signs the trade acceptance, saying: "I don't like to leave sales transactions wide open as we did under our old open account arrangement. With both our signatures attached to this agreement there can be no argument over the terms. Also, in view of the fact that you are giving me credit, I am glad to be able to give you something upon which you can raise money at your convenience."

Thus we have a business agreement signed by both parties to it, with Smith's name written across the face of the instrument under the word "Accepted" and the date and place of payment designated. The essentials of the deal to protect their own interests.

Now comes the point where the banker may enter into the transaction. Jones is in need of money before Smith's obligation comes due. He goes to the banker with Smith's trade acceptance and says: "I am in need of some ready money. I want to have this trade acceptance, given to me by Smith, discounted."

The banker examines the trade acceptance, finds it is properly made out and signed, and says: "I shall be very glad to discount this paper. I have been doing business with Smith for a long time. I know his credit is good and I am reasonably sure he will meet his obligation when it is due. Of course, you know that you, too, will be responsible for the obligation in case Smith fails to pay. In view of the fact that this paper is live, healthy and self-

We shall be glad to explain

any detail of the Trade

Acceptance System to all

readers of this article who

Write to BEN GREELY

Editor, Good Hardware

are interested in it.

liquidating and can be rediscounted at a Federal Reserve bank I can afford to give you a good rate." And so the trade acceptance made out in the Jones-Smith transaction passes into the possession of the banker.

In giving the acceptance Smith assumed no obligation other than the one he tacitly or expressly agreed to under the old open account system—namely to pay for the goods when the bill came due. In giving the trade accept-

ance, however, Smith proved his good faith in that he bound himself to payan honest business debt in full and when it became

due. He placed himself in a class of preferred buyers the same as those who discount for cash as against those who, refusing to use the trade acceptances, insist upon a long open book account. This fact is recognized by the big mercantile agencies with the result that goods are being sold to those who demand long credit only on the basis of their paying higher prices than those who discount, or use trade acceptances.

That is but one of the many advantages the retail merchant gains by using trade acceptances. Adoption of this business instrument will prove a check on overbuying as his ability to promptly meet his obligations when they come due will tend to make him cautious in considering the volume of his purchases. As a result of using the trade acceptance the retailer will have a better standing if called upon to make a state-

ment, especially with bankers, because the latter regard "acceptances payable" more favorably than "accounts payable."

As retail merchants always desire to buy at the best possible prices, those who do not discount should give trade acceptances to strengthen their credit standing so as to be in a position to purchase on terms which will enable them to compete successfully with mail order houses, five and ten cent stores and others who buy

Now let us return to Smith, the retail hardware merchant, and see him through a little further. Smith

and sell strictly for cash.

knows that on a certain day and date either Jones or the bank to which Iones went to have the trade acceptance discounted, will present the trade acceptance for payment. Smith, being a good business man, knows his own customers pretty well. All of them are "good" for what they owe, but Smith decides to conduct his business along more businesslike lines so he becomes more careful in the extension of credit. insists upon shorter credits, and requires payment of them when the debt becomes due.

He does this by sending a letter to his customers at the end of the month when he sends out bills for the past month's accounts, attaching to each a trade acceptance properly filled out. In the letter Smith calls attention to the desirability of having credit instruments, called trade accept-

(Continued on page 49)
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Salesman Is Garden Goods Trade Mark

A LIVE hardware store in one of the smaller cities has a unique method of advertising its garden tools. One of the salesmen in this department is par-



This life-size photograph shows salesman in act of hoeing garden is used as a window display

ticularly popular with customers of the store because of his pleasing personality and his very thorough knowledge of needs for the garden.

The store owner has had a photograph made of this salesman which has been enlarged in colors. This photograph is used in the window from time to time showing the salesman in the act of using a hoe or other garden tool. A layer of soil is placed in the front of the window and a planting of truck, such as onion sets, is put into the soil. The general effect is that of a real garden and the man shown in the photograph,

enlarged to life size, adds a very realistic touch.

The store has used the photograph of the same salesman for its newspaper and other advertising until it has become practically a trade mark. Once when a parade was held in the city, the firm's float showed the model at work in the garden, in this way backing up the trade mark idea.

Morning Paper Brings Him In Business

HEN the owner of one store that is doing a big percentage of the "outside" business in the locality gets through with his newspaper, there isn't much left of it. Each item in the local column is noted; some are marked and others are clipped. Sometimes as many as a half dozen items in one issue are cut out for future use.

For example he reads:

Warner Pelley has sold his thirtytwo acres of cleared land to Wash McClellan who has been renting the Ream place for three years. Ben Ream will farm the home place next year so Warner had to locate another place.

He knows that to use the new place he has bought, McClellan will have to get rid of the many stumps left over from a recent clearing. He sits down and encloses McClellan a folder on the uses of dynamite along with a letter offering some advice about this method of clearing. In less than a week, McClellan comes in, asks about the dynamite with the result that an order is placed then and there. And the dynamite is not the only sale; he

Digitized by GOOGLE

orders farm implements later on or perhaps supplies for the household

For all such prospects, this dealer writes special letters as called for by the nature of the news item. Often these letters are not typed but written in long hand.

When a family moves, this man knows that they are going to want paints, varnishes, enamels,—to say nothing of stove polishes. He tacks on a hint about it being

a good time to change the old stove for a brand new one or, if it is summer, he makes the same suggestion with regard to the family refrigerator.

Any item in the paper about a wedding means a chance for doing business and consequently a letter. A case of illness may suggest the sale of an electric fan, rented or sold, to add to the comfort of the patient. Even notes of repair jobs are excuses for letters, suggesting the buying of new tools

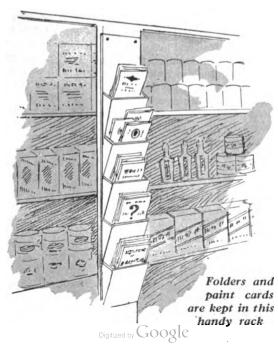
Paint Pamphlets Ready to Hand Out

T ONE side of its paint shelving the Bateman Hardware Company, Salida, Colorado, has a home-made tin rack for folders and paint cards that is a

very handy device. It keeps each kind in sight and occupies a narrow strip of the upright. The shelving, too. being built in stair-step style. enables the salesman to reach any can on the shelves without getting a step-ladder. The lower shelves, being wider than the upper ones, are used for the large cans and more of them are placed on these shelves.

If you want your dreams to come true don't oversleep.

Good temper is as necessary in a man as it is in a saw.



How a Suburban Dealer Built Up a Big Bicycle Business

He established a Boys' Bicycle Club, organized some races, offered some prizes and incidentally made his store the bicycle headquarters for the whole community

By Charles A. Goddard

BICYCLES may not be so much in favor with some people as they were before the days of the automobile, but among the boys and girls they are still in great demand. Realising this fact, an enterprising suburban hardware dealer decided to get the start on the bicycle trade in his community and as a result he now has a long string of boys on his list of customers, not only as patrons of the bicycle department of the store but as warm friends as well.

The first thing he did was to organize a Boys' Bicycle Club. He ran an advertisement asking the boys to call and make application for membership. One boy was appointed secretary whose duty it was to receive the applications and to arrange for certain tests which the applicants must pass before they could be eligible. Each boy had to fulfill these conditions:

The Conditions

- Ride 5 miles an hour.
- 2. Know how to repair a puncture.
- 3. Know how to take a bicycle apart and assemble it correctly without assistance.
- 4. Draw a map of an assigned district showing railway lines, elevations and other topographical detail of interest to cyclists.
- 5. Know how to make a road report.

A nominal membership fee of 50 cents was charged but this was refunded in case the boy failed to meet the tests.

Got Boys Interested

In this way the merchant was able to get news of the club into the papers and he soon had a big circle of boys interested. The test requirements were just severe enough to spur them on and to make them wish to join. When the membership reached a fair percentage of the number of bicycle riders of the community, each member was asked to furnish all the names he could of boys who did not belong to the club, making the list still larger.

The first event of interest on the club program was the first annual bicycle race. No entrance fee was charged but each contestant, except in the free-for-all. was required to be a member, his annual dues paying the expenses of the program. The owner of the store selected a number of useful articles from his stock as prizes and induced some other friendly merchants to offer gifts. doing this, they secured mention on the program as donors and the articles offered advertised their stock. One man gave a cap, another a pair of golf hose, a third a pair of gloves and so on.

By arrangement with the local authorities, certain streets selected

for the race course were closed to automobile traffic by the police and Boy Scouts aided in the patrol of them. The newspaper item about the coming race brought a crowd of over 300 people to the meet.

own bicycles. Just as soon as the races were over, letters like the following were mailed to these prospects:

Dear Franklyn:

Read in this morning's paper about the race meet of





The race brought out all the boys in town and every one of them without a bicycle went away wanting one

After the races were over the names of the winners were given to the newspaper. The prizes, which heretofore had been displayed in the dealer's window, were taken out and the names of the winners shown there on a card. Photographs of the winners, snapped on race day, were also exhibited. Later, duplicate prints of the boys on post cards were given to them. As the views showed the boys and their prizes both it was effective propaganda.

In the meantime another list had been furnished by the members including the names of boys of the community who did not the Garvanza Bicycle Club. If you were not at that race meet you missed a lot of fun.

This morning eleven boys in this community are showing some very desirable prizes that they won yesterday. Maybe one of your neighbors was one of the winners.

Would you not like to become a member of this club? It will give you a lot of pleasure, some enjoyable tours, some races to try your speed, some fine boys—our membership votes on the applicants and they have to be right sort of fellows—and even some opportunities to earn money to pay for the bike.

Drop in some evening soon and ask about the club. Mr.

Watson, in the automotive department can tell you all about it. Anyone else here will, should Mr. Watson be busy. You ought to belong. MELVILLE F. HARNESS & CO.

An advantage which appealed to many boys was that they could use their bicycles to earn money. The bicycle department, acting for the club, served as a clearing house for odd jobs in the community. Members wishing to get work to do involving the use of their wheels were listed and when anyone called in for someone to do an errand, the man at the store would refer to this list.

After the list of names were ruled vertical columns. Starting with the boy's name at the top of the list each boy got a call in turn. Then a check mark was made after his name. If a steady job was open, the boys all had opportunities to try for it.

The system has kept the boys aware of the fact that the store is helping them to get profit as well as pleasure out of the club. In a number of cases boys have come to the store saying that they could land a steady job if they owned wheels or could afford to get their old ones repaired or replaced. The store does not extend credit to boys. Instead, it talks over matters with the prospective employers and tries to get them to O.K. the account. Often this is handled by making deductions from the weekly salary.

So many thefts of wheels were reported to the police by this city that they advised people suffering such losses that they could promise little assistance. Now losers not only report to the police but to the store, as the club headquarters. The person suffering such loss agrees in writing to pay a certain reward to the finder. That means that every boy member in the city is keeping a pair of sharp eyes open to get the money.

Incidentally, it also means that the store talks to a man who is interested in protecting his own or his boy's wheel by a safety lock. Not much talking is needed to convince him of the economy and ease of mind resulting in such investment.

Aside from selling wheels to the boys, the store has disposed of many to the men in the community. When anyone needs a wheel he thinks of that particular store because the activities of the club have established it as bicycle headquarters. And aside from immediate returns, it is safe to say that the boys who are members of the club will grow up into loyal customers for many other things besides bicycles.

A Blank, As Usual

Teacher: "Now, children, I want you to make a drawing of what you would like to be when you are grown up."

Little Girl: "Please, I want to be married, but I don't know how to draw it."



One hardware store has a sign reading: "The man who lends tools is out."







By Ralph Evans

THE hardware dealer who is passing up the automobile trade is akin to the man who hesitates to get in on the ground floor of any proposition that has furnished plenty of evidence that it is a "goer." He is going to get left.

All the hardware men who are in the automobile accessory game -that is, in it right-say that it is the most natural thing in the world for the automobile owner to step into the store when he is in need of something for his car. Owners of light cars, of course, are the best and most frequent customers. The burden of repairing and equipping the heavier machines is generally left to the garage. But, fortunately for the hardware merchant, the owners of light cars far outnumber the others.

The great thing in going after the accessory trade is to start right. It doesn't pay to merely dabble in the business. The accessories department deserves a prominent place in the front of the store where people can quickly find what they want.

A Montana merchant succeeded

in popularizing his department three months after he opened it. When he stocked his accessories he selected one item each week and made a special of it. Usually it was a small item. He advertised it in a small advertisement: then he featured it in his accessories window-for at that time he gave one window over to accessories continuously. was a little short-legged table in the center of the display window; and on the top of this was the special, properly proclaimed by showcard. Inside the store on the accessories counter there was another little stand, made from a sawed-off section of a little packing box and covered with green felt. The special with show card was on top of that, too.

One week it was a spark plug. Another time it was a patch outfit or a small tool of some kind. At first sales were negligible. Then men got the habit of coming in to buy. They would buy what was offered, browse around and possibly see something else they wanted. Not always, however, for it was part of the program to merely let them know that the

store carried this part of the hardware stock. Then when they came to need an article they knew just where to go.

Now the stock is turning as fast as the best turner in the store. It is helping other hardware lines. Farmers own about two-thirds of the cars in the locality and they have got the habit of coming in for what they need on the farm.

Another hardware man says that his tool sales are improving with the installation of his accessories stock. He uses some literature through the mail. By this method he sold over two dozen fire extinguishers in a few months—more than he had ever expected to sell in his entire experience. He keeps a list of machine owners, listed by makes of cars. He made a lot of \$10 sales recently by sending out letters to these owners as follows:

A Letter to Car Owners

Mr. Clinton McEwen, Salida.

Dear Sir:

It's good as far as it goes but it won't bring back the

car should it burn.

With one of these quickaction, efficient P—s ready in its bracket on your car, you are the fire department on the job. You can put out the fire before it has a chance to put you out.

It will reduce your fire insurance premium cost, too.

It's worth its cost even if you never have occasion to use it for anything but an ornament on the car—in the peace of mind. Park your car in front of No. 142 First Street tomorrow. Let us tell you some more about it.

Full line of other auto ac-

cessories, too.

Cordially yours, SALIDA HARDWARE COMPANY

P. S. Forgot to mention that this extinguisher is needed for the protection of your home, too; and garage.

Paint Sales Boom

In the paint department are a number of enamels and paints that can be sold to owners of cars[®] that are worse for wear as far as appearances go. Paint departments in hardware stores where accessories are handled are feeling the effect of the automobile influence.

One merchant makes it a point to keep in touch with the repair shops. In many cases he sells them the finishes they require for their jobs. In others he secures the names of men who have been having their cars overhauled. Take a recent case:

"Well, whose car are you making over today, Frank?" The dealer happened by the shop.

"Don Meeley's."

"Whose have you had since I was here last?"

"Let me see. Several of them. Pat Kane's, for one; Bruce Campbell's was another; Morris Janke's was another one in here, but we didn't get the job—Mack Dawson. Our price was too high."

"All right, I'll get after them. Thanks. What do you need in our line—anything? Drop in."

This merchant gives the garage

Digitized by (Continued on page 56)

Union System Solves the Delivery Problem for Many Merchants

It offers a complete and efficient service at the lowest possible cost—a cost 50% less than that of running an independent outfit—thus benefitting both merchant and customer

By R. D. Shultis

NE of the most striking examples of modern business efficiency through co-operation is the adoption in many towns and cities, of the union delivery service for merchants.

As the name implies, it is the co-operation of the merchants in the distribution of their goods to their collective customers. The

idea came from the Post Office system of the present day and is carried out along the same lines. All the packages are taken to one central station or office and from there sent out by carriers each of whom has a route to travel.

Merchants' union delivery systems are operated by companies, individuals, or co-operative organizations. There are two sorts of

companies, the purely co-operative, where the merchants own the stock and the independent, where the stock is owned by outside persons. Where the business has succeeded it has been run on a fair profit-sharing basis to the stock holders, and men of every business are found among them. Purely co-operative systems receive their financial start through a sale of the stock to the retail merchants. Commonly a value of ten dollars a share is placed on the stock and it is sold in blocks of twenty-five shares to each merchant regardless of the size of his business. In this way each person has an equal interest and

vote in the management of the company and it cannot be dominated by the larger merchants.

Such a system is, of course, operated principally for the purpose of giving the merchant the most complete and efficient delivery service at the lowest possible cost, thus benefitting both him and his customer. It is stated that the cost to the merchant of delivering through

such a system is about 50% of what it is in running an independent outfit.

When horses and mules are used, one light delivery auto is usually kept in connection with each system for use when mistakes are made on orders, in case of a broken wagon or for special rush

Probably no problem in his business
has given more
trouble to the hardware dealer than that
of delivery. The author of this unusual
article has related in
clear, concise language the atory of
various cooperative,
or union plans that
have proved practicable and that are in
actual operation today. They include
systems operated by
companies, individuals, and cooperative organizations.

Digitized by GOOGLE

carting. Light auto-trucks, however, are taking the place of teams and wagons for general use.

Company Protected by Bond

A \$20 or \$25 bond is required from the delivery men to protect the company in case of default in turning in properties or money from collections or in case they leave without a week's notice. This sum is collected from the men's wages in \$5 installments.

The entire system runs like clock-work; all the delivery-men go to the station at the same time, get their outfits and drive to the stores, each man having certain ones to collect from. All the loads are taken to the central station where they are sorted by the delivery-men in a systematic manner. From twenty to thirty minutes only are required from the time the trucks leave the stores until they are reloaded at the station and ready to start on their routes. Most companies make four deliveries a 8 A. M., 10 A. M., 2 P. M., 4 P. M., except on Saturdays when an additional delivery is made.

The stores doing cash business make out C. O. D. slips in addition to the regular bill to the customer,—two for each order. The merchant keeps one and the other is sent with the package. When the delivery is made, the boy keeps the second slip and turns it in to the station office at night with his collections.

The merchant keeps all his C. O. D. slips covering the day's business, gives them to the delivery-man when he comes for the last load at night, and he in turn gives them to the book-keeper at

the station who checks up duplicate bills with the cash turned in. A balance is struck which is adjusted the next day when the delivery-men are given cash for the day's change.

The orders reach the house-wife at a certain time every day and in a perfect condition due to the fact that the delivery company uses uniform baskets. One of these is assigned to each customer represented on the trip. All her goods, no matter from how many stores, are placed in this basket when the goods are reloaded at the station, and so are delivered at the same time.

Merchants Saved It

The efficiency of co-operation in this line is shown by the case of one city in which, during the war, the company ran on such a narrow margin that it was almost forced to shut down; but the merchants and patrons offered more money and got them to continue the service.

In Colorado there are three towns using co-operative delivery, all run under one management and the whole concern is called The Union Delivery System. In Oskaloosa and Marshalltown, Iowa, similar systems are operating under the name of The Merchants' Delivery Company. In Aberdeen, South Dakota, and associated towns the stock is held by four lawyers.

In Ames, Iowa, and in Cheyenne, Wyoming, are systems operating under the name of The Merchants' Delivery and in each of these cases the stock is held by the merchants themselves. Greeley, Colorado, may be called

Digitized by Continued on page 43)

Let These Six "Salesmen" Sell for Your Store





Every merchant who carries Icy-Hots has six salesmen who go into the homes of his customers and sit in the family circle—every week, every month.

And there is the reason why merchants

who have Icy-Hots make money.

The Literary Digest, Good Housekeeping, American Magazine, Woman's World, Red Book, and Photoplay Magazine are the six popular publications in which Icy-Hot advertising is making sales for Icv-Hot dealers.

If it's sales you want, you most certainly will stock these improved vacuum containers. Write for our special Display Stand offering and complete literature.

ICA-HO.

A post card will bring them.



A popular Icylcy-Hot car enable



THE ICY-HOT BOTTLE CO., 132 Second St., CINCINNATI

The Same Old Business But Not the Same Old Way





It's a far cry from the old R. F. D. with its horse and wagon to the 1921 mail plane that Uncle Sam now uses. The picture on the left shows the modern letter carrier flying across Broadway and 42nd St., New York, on his afternoon delivery



Manual training classes in this school are assigned the very practical job of making signs for their city's streets. Thus the city benefits and the boys take especial pride in having their products used

These Graphic Charts Help Merchant See the Trend of His Business

A comparison of the curves shows at a glance wherein lies the strength or weakness of the various departments of his store

By Ernest L. Little

THERE are many merchants, who from their years of experience, have become so skillful that they are enabled to examine rapidly a column of figures and get a general idea of the trend of sales as it reflects volume and distribution. When the same merchant tries to consider three or four columns of figures, each set representing various factors in his yearly sales policies, it is with trouble that the relation of each set to the other is understood.

While it may be possible for him to draw some definite conclusions from the statistical report, it is often necessary to convince his associates that his conclusions are correct. When this occasion arises, his carefully developed plans are liable to be upset because of the inability of his associates to understand the facts presented by the figures.

Charts Simpler than Figures

If these facts as presented by columns of accurate figures, were given in a manner that could be easily understood by all, the merchant would obtain greater assistance in his business.

It is in problems like this, when the true meaning of many factors is essential for future action, that graphic charts have the advantage over columns of figures. While there are many methods of presentation, the one most useful and most easily understood is by the comparison of curves.

Summary of Yearly Sales

In Figure 1, a graphic summary is given of the yearly sales by months for the past three years, of one hardware concern, indicating clearly and distinctly the development of the company's sales policy. Owing to a change of management in 1918, which progressive adverresulted in tising and sales campaigns the total monthly sales increased rapidly. In the following year, many new lines were added and the effect of this step can be readily seen in the upward trend of the curve. During September and October of 1919, the local industries, owing to labor troubles, were forced to discontinue production, and the result can be seen in the chart, as the mills suspended their purchases of hardware.

In case a further analysis is desired that will indicate the reasons for any increase or decrease of sales in each line of merchandise, graphic charts will assist in this study. In Figure 2, several contrasting lines of merchandise are given which illustrate the value of this analysis. During the spring and summer the demand for builder's tools and supplies is larger than in the fall owing to spring repairs and new construction work.

dise.

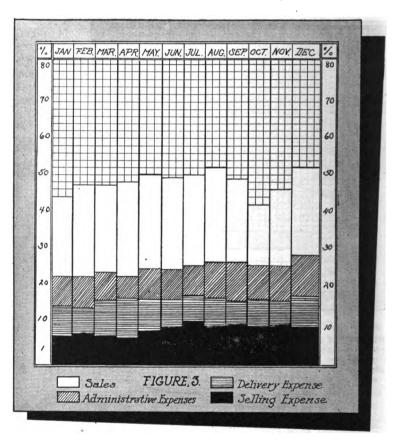
In 1919 the effect of a late spring is indicated by the decrease of sales when compared with the similar period of 1918. The sales of household supplies and equipment reach their height during the winter months and continue to be large until after the spring cleaning, but in summer there is a drop, due to vacations and because people live out of doors.

When the element of time is being measured by volume on graphic charts, the most satisfac-

torv rangement is to have TEB MAR APR MAY JUN JUL AUG SEP OCT NOW DEC the different periods consecutively placed 70 atthetopof the chart, 60 while the volume is 50 recorded in numerals 40 on either side. In order to fac-50 ilitate the BUILDING SUPPLIES JAN FEB MAR. APR. MAY JUN JUL AUG SEP OCT. NOV. TIEC Fig. 1 gives summary of sales months for three years. SUPPLIES JAN FEB MAR APR MAY JUN JUL AUG SEP OCT. NOV. DEC 100 12 Fig. 2 shows the increase or decrease sales in several different lines FIGURE 2 of merchan-

reading of complicated charts where many factors are being considered, figures on both sides are a great benefit. In charting reports of this nature when there is a comparison between several years, it is always desirable to have the curves por-

from year to year it becomes more difficult for the management to keep in close contact with the many details connected with the business. By the use of graphic charts these details can be presented by the various departments each month in a complete



Another method of presentation; the various important divisions of operating expenses in comparison with the total sales are shown here

trayed in colored ink if possible, as the fluctuations are more readily followed by the eye than when presented in black.

As the volume of sales increases

and condensed form so that they are easily scanned and analyzed.

The relation between colleclections and charge sales can be

(Continued on page 62)



Picture Contest Ended. Judges Busy Picking the Prize Winners

GOOD HARDWARE decides to award fifteen extra prizes of one dollar each. Every effort being made to choose winners in time for announcement in the next issue

By Ben Greely

HE picture title contest is ended!
At midnight, on the twentieth of March, the contest editor turned over to the judges, a mass of letters that would have made Mr. Hays, the new Postmaster-General, optimistic over business prospects for the coming year.

And now the judges are at work, engrossed in the difficult job of picking from that enormous pile of answers the one that best describes the plight of the poor fellow who tried to hang that picture with such disastrous results. And it's a mighty big job, too.

Hundreds upon hundreds of answers have come in from all parts of the country, from dealers and their wives, their mothers, sisters, children, brothers, from clerks and stock boys, from stenographers and salesmanagers. The popularity of the contest has far exceeded the editor's anticipations.

Taken Into the Home

One thing that this contest has made evident is that GOOD HARDWARE is read not only by the jobbers and dealers, but that it is taken into their homes every month and read and enjoyed by their families. With the answers to the competition came hundreds of letters of congratulation and praise for the magazine, letters that have convinced the editor that among all publications in the field, GOOD HARDWARE has come to be the most highly cherished magazine received by the hardware trade.

Fifteen Extra Prizes

When this contest started, it was the idea of the publishers of GOOD HARDWARE to award only one prize of \$50. But in order to reward a greater number of readers who contributed meritorious titles, it has been decided to give fifteen other prizes of one dollar each.

It is the hope of the judges that the work of selection will soon be completed, so that the winners may be announced in the May issue of GOOD HARDWARE. Meantime, we wish every contestant the best of luck, and hope that the decision of the judges will meet with the approval of everyone.



O into any store where the merchant is known to be a big seller of Gillette Blades—and you will notice that he keeps his stock of Gillette Razors where people can see them.

Stop to think of it—what better way is there to remind a Gillette user that he may need some new

Blades than by letting him realize he is in a real Gillette headquarters?

Good business and a fine year's profit! The dealer with an active trade in Gillette Blades makes more money on them, in the course of a year, than on all other items in a razor stock combined.

No Stropping—No Honing



Canadian Factory: 73 St. Alexander St. Montreal. Quebec

New York Chicago San Francisco London

Paris Milan Madrid Brussels Copenhagen Amsterdam Geneva Buenos Aire Sydney
Shanghai
Singapor
Calcutta

Constantinople
Port Elizabeth
Rio de Janeiro
Tokyo





MCCASKEY

ANY MERCHANT in ANY LINE of business who holds CHARGE CUSTOMERS can SAVE by the use of this system of accounts. REDUCTION of OVERHEAD by limiting clerical requirements; and END to overtime bookkeeping methods; a STOP to "bad pay", forgotten charges and carelessness; and SATISFIED, WILLING TO

PAY customers develop from this way of ONCE writing the charge, filing the original in the register, saving the duplicate for audit, and giving the customer the third copy. A STATEMENT IN FULL for all goods purchased, accounts payable.

READ HOW ANOTHER in YOUR line curbed credit losses by use of the McCaskey way; a card to Alliance will bring the story, details of the system or a representative.

McCASKEY REGISTER CO.

Alliance, O.

We Organize Our Territory and Get the Salesman Started Right

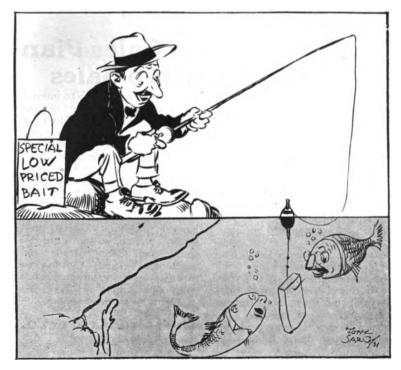
With some comment on why the dealer can't get his orders filled properly if they're written up in Sanskrit. And a word about bailing customers and price cutting

By Saunders Norvell

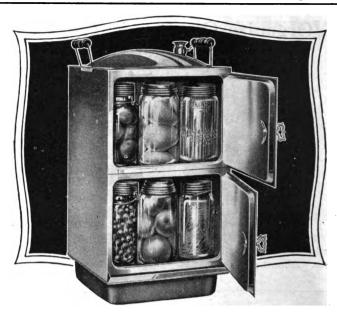
Illustrated by Tony Sarg

LVERY new salesman starting to work up trade, especially in a new territory, should be given certain very evident advantages in goods or prices to offer the trade. Everything being just equal, it is quite difficult for the new salesman to break into the business. Almost every house is

stronger on some lines than on others. In going over the prices of any house it will be found that some houses sell some goods lower than their competitors. Sometimes these differences in price are simply a matter of accident and other times there are reasons for them. The sales manager is



I do not believe in baiting a customer and cutting prices just to open an account. It never commands respect



Dealers Say New Sales Plan Trebles Conservo Sales

OR several years dealers selling Conservo urged us to advertise them locally. They said, "We like your national advertising but we need local advertising even more." After several experiments we found a plan that produced amazing sales. In some towns dealers who formerly ordered only once or twice a season were forced to order time after time. Enthusiastic dealers reported, in some cases, that one in every three women reached responded with an This same sales program will be carried out again this year.

By this plan we advertise Conservo in your town, direct to your customers at our expense. We furnish you with sample ads foryour newspaper advertising. Your part in the campaign is to interest one or more women to act as your demonstrators or "agents" for Conservo. You pay them for every Conservo they sell or help you sell.

A profitable article to sell, Conservo returns a profit o \$4.25 each. You have practically no selling expense or bother, and by this selling plan turn-over is frequent.

Canning season is the golden harvest time for Conservo sales. When a woman wants to can her spring and summer fruits and vegetables she cannot wait for you to order—prepare now. This is your opportunity. ACT.

Write for big new brochure giving proposition in detail

The Toledo Cooker Co.

TOLEDO, OHIO



Conserves Food, Fuel, Time, Labor

naturally supposed to be better posted than any one else on these strong points. He should call these items to the attention of the new salesman so the salesman will use them as an entering wedge to open new accounts.

I, of course, do not believe in baiting a customer and cutting

these items and so get their business started. I have known certain houses to practically control the market on certain lines of goods with the sole idea that this control by reason of low prices brought so much other business that, on a particular line of goods it was a paying proposition to



A salesman in writing up his order should consider the weak-minded Bolshevik into whose hands it may fall

prices just to open an account. Such a method of doing business never commands respect. what I mean is that a first-class sales manager knows or should know where his house is strong and where it is weak, and when instructing a new salesman he should tell him all the strong points of the house-the items that the house sells low—the most attractive lines of goods they have. By giving this information to the new salesman, he can, in turn, call customers' attention to

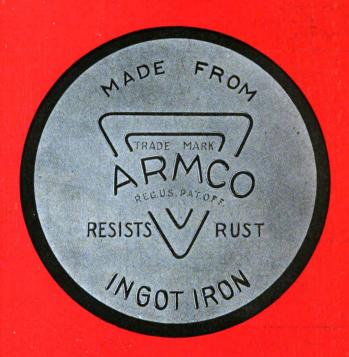
sell at a very narrow margin of profit.

I mean by this that the house always priced this particular line of goods very low and gave the benefit of these prices to their customers. No one except their competitors could object to this custom.

As a matter of fact, if I were running a peanut stand, I would try to figure out a peculiar kind of whistle, different from any other kind of peanut whistle, and I would also try to dominate the

April, 1921

If a Manufacturer Uses this Label
—He makes a Good Product



THIS Label on Washing Machines, Stoves, Refrigerators, Enameled Table Tops and other Household Utilities helps to make the sale.

THE AMERICAN ROLLING MILL CO. Middletown, Ohio

There is a Type of Store Where Armco Products Are Sold

The man or woman who buys a refrigerator, a stove, or a washing machine made with "Armco" Ingot Iron is of a certain type.

The Manufacturer who puts "Armco" Ingot Iron in his products must make a worthy article—must be a certain type of man—or he would use ordinary metal.

Even the merchant, the dealer who sells "Armco" products, can be classified generally by that very fact, for we know of no poor article made from this iron.

Therefore, the blue and gold "Armco" tri-angle carries with it an assurance of quality, of solid worth, wherever it is found.

In buying make sure the product is made of "Armco" Ingot Iron.

"Who's Who In Armco" will give you a complete list of manufacturers who are using "Armco" Ingot Iron. Write for it.

THE AMERICAN ROLLING MILL CO. Middletown, Ohio

peanut trade with a certain kind of peanut that could only be bought from my own peanut stand.

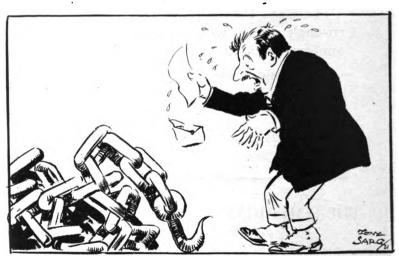
In other words, in organizing a new territory, the first point is not always to make a profit. The main thing is to open accounts—to get merchants into the habit of buying. In doing this it is not always wise to be too insistent in pushing goods you wish to sell. It is rather wiser to sell the merchants the goods they want.

If I wrote a whole article on the following point, it would not be too long—I mean upon the absolute necessity of salesmen writing up their orders properly. An order that is worth taking is certainly worth writing up, but when I think of the years I spent as a sales manager and the work I have had to do in almost blackjacking salesmen into the habit of writing up their orders correctly, it is still a sore spot with me. The manner in which a salesman

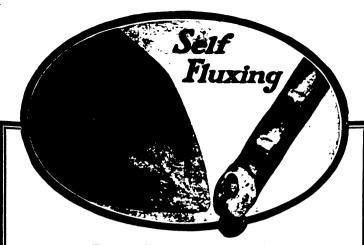
writes up his order simply indicates the accuracy or the lack of accuracy of his mental processes. Of course a salesman excuses himself on the basis of being in a hurry-so much work to do, etc. No excuse is sufficient for a poorly written order. In the first place. names and addresses should be printed and not written. In large cities the street and number should be given. A salesman in writing up his order should consider the weak-minded Bolshevik into whose hands it may fall. His orders should come to the house fool-proof. He should anticipate the mistakes that are usually made and on such items should warn the house against these mistakes.

Having been a stock clerk is often a great help to a salesman because he knows then how orders are handled. I can remember when I was a stock clerk that we used to grab certain salesmen's

(Continued on page 64)



This chain, weighing several tons was sent to a Colorado dealer because the stock clerk took it on himself to guess the size that was wanted



Use It Yourself

Kester

Acid-Core

Send the coupon below for a free sample of Kester Acid-Core Wire Solder to try in your own shop.

Find what you can save by doing away with mussy, wasteful pots of acid or paste. See how the

flux flows out on the job as the solder melts.

You never have to re-solder a job

when you use the Kester method. the coupon today to CHICAGO SOLDER CO., 4213 Wrightwood Ave., CHICAGO

Direct Factory Representatives

THE FAUCETTE-HUSTON CO. Chattanooga, Tenn.

SOLDE

Every job is perfectly fluxed because the solder and flux are scientifically proportioned in the

making. When you have found how economical Kester re Solder Solder is recommend it to your customers.

> You can then sell two items in one as easy as you sell a box of tacks -no cutting, no weighing. Send

R TUBE	MAINEL OL. ONIT PINICIACO,				
	FLUX IN POCKETS				
## ##	11. 👱				

LOUIS J. ZIESEL CO.

OLDERING FLUX

CHICAGO SOLDER CO. 4213 Wrightwood Ave.

Chicago, U. S. A.

Gentlemen:

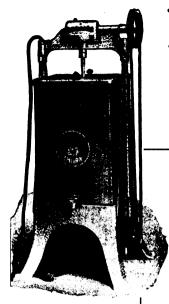
Please send me a free sample of Kester Acid-Core Wire Solder.

Name..... Сотралу......

City.....State...

Digitized by GOOGLC

April, 1921



New Field electric Churns

Farm Light Plants have been placed in operation on more than 350,000 farms. Churning by hand is being done on a large percent of these and nearly every one will eventually buy an electrically operated churn—because it actually costs more to be without a DAZEY than to own one.

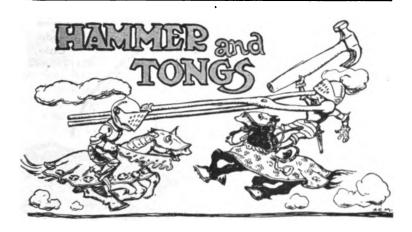
Not only those with Light Plants but, in and around every town where power is available, there are a number of real live prospects for Electrically Operated DAZEY Churns.

The DAZEY is made in five sizes and sold at prices that will prove attractive.

Dept. G

DAZEY CHURN & MFG. CO. ST. LOUIS, MO.





As She Liked

"Is Mr. Smith in?" inquired the visitor of the office boy.

"No. ma'am."

"Can I wait for him?" asked the

"Yes, ma'am, you can wait for him if you like," answered the boy, "but he's been dead for a month."

Having a Look

"I'm through with that fellow Bliffkins for good."

"You don't tell me. Why?"

"Last evening while we were passing his house he asked me if I'd like to come down in his cellar and have a look at his new furnace.

"And then?"

"It was a new furnace."

He Needs An Electrician

"I've been reading an article on electricity, William," said his wife, as she laid down the technical magazine, "and it appears that before long we shall get pretty near everything we want by just touching a button.

"It will not pay here!" said friend husband. "You will never be able to get anything that way."

"Why not, William?"

make you touch a button. Look at my shirt.'

But Not the University

Mrs. Edwin was showing Selma, the new Swedish maid, 'the ropes. "This," she said, "is my son's room. He is in Yale."

'Ya?" Selma's face lit up with sympathetic understanding.

brudder ban there, too."

'Is that so? What year?"

"Ach, he ban got no year, da yudge yust say, you Axel, sixty days in yail.



"Why not, William?"

"Say Mr. Brown, before I take this "Because nothing would ever job in your store, I'd like to know if ake you touch a button. Look at "rise!"

"Oh yes, every morning at six o'clock."

Digitized by GOOGLE





Distinctive Juvenile Automobiles



Main

Offices

Walter H. Diemer Secretary

Our line is distinctive in its wide variety of styles and the completeness of equipment. In building Juvenile Automobiles, we strive to embody therein all the attractive ideas in equipment as shown on large automobiles. Perhaps this is why the line finds such ready sale.

Diemer--a Name Well Known

For many years that name has stood for originality, distinctiveness and quality in the building of juvenile and baby vehicles.

Today that name is more firmly established than heretofore. Hundreds of the best retailers in the United States and Canada are numbered among our cus-You, too, are invited to become better acquainted with this distinctively original line.

A Line That Sells

The experience of retailers everywhere should be proof to you that the Diemer Line sells and stays sold. Besides Juvenile Automobiles we build Juvenile Bicycles, Velocipedes, Tricycles, Hand Cars, Roller Bearing Coaster Wagons with steel and rubber tires, steel Wagons, Doll Vehicles, etc.

Write to Your Jobber or to the Company, Toledo, Ohio

FACTORIES

American Metal Wheel Co., Toledo, Ohio

Ohio

Witzler Woodwork Co. Perrysburg, Ohio

National Wheel Co. Perrysburg, Ohio

SALESROOMS

New York, 873 and 890 Broadway

Chicago, 1319 Michigan Avenue

737 N. Lombard Street

San Francisco, 718 Mission Street

Montreal 206 St. Catherines St., E.

Union System Solves Delivery Problem

(Continued from page 22)

typical in regard to union delivery service. There the company runs ten auto-trucks; twenty-eight stores patronize it. Only a few merchants are put out of it. It is said of one that it was his idea of unique advertising to be at the time the only grocer running his own rig. If this sort of advertising pays, he should have done an enormous business, but, as a matter of fact, his business was very small and he asked to come into the company later.

Mr. John B. Romans, president of the Delivery Service Company of Aberdeen, South Dakota, says: "We have installed services in six cities, the smallest a town of 1200, in which the delivering is done with two wagons, and the largest, Aberdeen, a city of 15,000 in which we use twelve rigs and a car. In the six towns there were formerly ninety-seven rigs on the streets doing delivering; we are

now handling an equal if not greater amount of goods in these towns with thirty-three mule-drawn rigs and four automobiles. Each rig has one man and in addition to the above, we have one telephone girl in each of four towns, and four managers.

"On the above basis we have reduced rig equipment to handle work so that we use about 40% of what was formerly employed, and about 50% of the man power. The economic saving to each municipality will exceed 40%."

Why He Came Late

Young John was late in attending Sunday school that particular Sunday and the minister inquired the cause.

'I was going fishing, but my father wouldn't let me, announced

the lad.

'That's the right kind of a father to have. Did he tell you the reason why you should not go fishing on the Sabbath?'

'Yes, sir,' replied John; 'there

wasn't bait enough for two.

Ever Get to Thinking Over Your Hard Luck?

When Abraham Lincoln was a young man he ran for the Legislature in Illinois, and was badly swamped. He next entered business, failed, and spent seventeen years of his life paying up the debts of a worthless partner.

He was in love with a beautiful young woman to whom he became engaged—then she died.

Later he married a woman who was a constant burden to him.

Entering politics again, he ran for Congress, and again was badly defeated.

He then tried to get an appointment to the United States land office, but failed.

It was only after all this that success began to come to him.

—Commercial News

A Plan for Getting More House Furnishing Business

EVERY woman, whether she spends much or little time there, is interested in her kitchen. She wants it to be clean, neat and up-to-date in all respects.

Why not send to the women in your town a complete list of all the articles their kitchens should This list could contain? printed on a card of convenient size with the suggestion that these articles can all be purchased at's Hardware Store.

Another excellent way to attract trade to the household furnishing department is to fit up one of the store windows or to arrange an interior display showing the kitchen complete, posting a list of all the utensils shown.

The list below gives the articles needed to equip the kitchen of the average family. The data given should be very helpful for women and they will appreciate getting information of this kind.

KITCHEN EQUIPMENT

Kitchen cabinet

Range

Table (with metal or smooth composition top)

Refrigerator

Sink cabinet (for holding clean-

ing utensils)

Easy chair

Stool

Small step ladder or step ladder chair

Scales

Scissors

Thermometers (oven, candy and

fat)

Wooden mallet

Sink strainer

Coffee grinder

Food chopper

Roll for wax paper

Roll for wrapping paper

Sanitary garbage pail Clock Waste basket Ice bag Ice pick Match box

Rubber mat for sink

CLEANING UTENSILS

Vacuum cleaner Mop with pail and wringer

Dustless mop Oil or wax mop

Broom

Dust pan and brush I bottle of cleaning oil for stove Dish pan, aluminum fibre or

enamel Dish strainer Soap dish Soap shaker

Dishwashing mop Milk bottle brush Rubber plate scraper

Vegetable brush Bolt of cheese cloth I dozen linen crash towels

I dozen glass towels ½ dozen dish cloths

Soft lintless cloths Flannel cloth for stove 2 cheese cloth bags for lettuce

Powdered cleanser Soap Metal polish Supply of Cleanser

BAKING UTENSILS

2 casseroles

1 pudding dish

I baked bean pot

1/2 dozen custard cups

2 bread pans (Triplicate Sauce Pan)

ı cake rest

2 sets of muffin rings

I cooky sheet (to fit oven)

1 tubed cake pan

2 jelly cake pans

1 oblong cake pan

2 pie plates

Biscuit, doughnut and cooky cut-



will" of a satisfied

purchaser.

The advertising in the national magazines is telling your customers of the many advantages of buying quality lawn mowers.

Get the full benefit of this advertising by using Pennsylvania Quality Sales Helps, let them know you carry these well known lawn mowers.

Display cards, posters, folders, counter folders and book of readymade advertisements with illustration cuts, all furnished free of cost—on receipt of your request.

Let us know which of the Pennsylvania Ouality Line Lawn Mowers you carry. Write your name and address plainly for imprinting.



A Live Proposition for Up-to-Date Merchants

A Tool that Every Farmer Needs

Masters Rapid Plant Setter



Transplants cabbage, tomatoes, tobacco, sweet potatoes, peppers, strawberries, etc. Each plant set, watered and covered in one operation.

Saves all the Hard Labor

Is easy to operate. More than three times as fast as hand setting. Does perfect work. A practical tool. YOU CAN SELL MANY OF THEM IN YOUR TERRITORY.

Retails \$6.75

Ask Your Jobber—or Write

Masters Planter Co.

221 State St. Chicago, Ill.

GENERAL COOKING UTENSILS

I coffee pot

I tea pot I tea kettle

I fry pan (One large) (One small)

I griddle

1 double roaster

I one pt. sauce pan and cover

I sauce pan and cover-detachable handle for holding hot handleless utensils

I two qt. sauce pan and cover I two qt. double boiler

2 four qt. straight sauce pans

1 8 at. preserving kettle

I steamer section or steamer disk

MIXING UTENSILS

5 bowls (nested) I cup to 2 qt. capacity

2 large mixing bowls

Flour sifter

I grater

I nutmeg grater

Glass lemon squeezer

Apple corer

Can opener

Cork screw and bottle opener

Large Dover egg beater

Egg whip

Knife sharpener

I large-2 tined fork

2 small forks

I bread knife

I large butcher knife

I small and pointed butcher knife

2 vegetable knives

Large spatula

2 measuring cups

I funnel

I rolling pin

t strainer

1 colander strainer basket

I bread mixer

I slotted wooden beating spoon

2 large wooden spoons

2 tablespoons (plated ware)

3 teaspoons (plated ware)

I set measuring spoons

I china or glass pitcher

I bread board

1 cleaver

THE WILLIAM THE STREET STREET WITH THE WILLIAM THE WAY IN

WILL THE STREET WAY

- J. J. J. T. H. AN ANK ... IN MICH. 22/

Design: Straight, sturdy lines that make the stove look as if built for service. Handsome in the extreme. A style that

makes any woman proud to have it in her kitchen.

Color: Nesco Grey—just enough of greenish hue to give character. Beautiful, clean, attractive.

Stove Holes: Set well to the front of stove so as to leave more shelf room at back. Flame is round; kettles are round;

so are the stove holes. Burners: Here's the heart of the stove. Perfect burning and perfect operation are necessary.

A blue flame containing an inner flame gives intense heat without smoke. Air comes in through perforated tubes and within the center of the inside tube forms gas as it is heated and rises in flame.

The burner bowl is lowered into the oil column and the oil is fed to the flame through a stationary

The Four Burner NESCO

non-burnable wick. To extinguish, the burner bowl is simply raised up out of the oil. What oil is left in the wick burns out.

● NESCO PERFECT ◆

OIL COOK STOVES

Toggle Joint: The raising and lowering is done by a toggle joint which cannot get out of order and which stays exactly where it is put. The flame cannot flare up or go out because the burner has moved.

Rockweave Wick: A woven non-burnable wick sets stationary in the burner bowl. It simply serves to feed to the flame. It can be wiped off to clean—can be reversed and is long lasting.

No Smoke: As the burner bowl containing the wick is raised up out of the oil to extinguish and the oil is burned out of wick, when left standing there can be no seepage of oil onto the chimney cylinders. Such accumulation must be burned off when lighting and this causes smoke and smell. A faster feed gives a less economical flame, but cannot produce smoke Chimneys are always dry—bence no smoke.

Easy to Clean: All parts are easy to get at and the supply pipe line is easily opened and flushed.

Truly the NESCO PERFECT OIL COOK STOVE is the housewife's pride and wonder, and the retailer's profit making, quick seller. Ask for catalog No. 29, fully illustrated in color.

Digitized by GOOGIC

CADILLAC ELECTRIC VACUUM CLEANER



Ask Your Jobber or Write

CLEMENTS MFG. CO.

608 Fulton St., Chicago, Ill.

CANADIAN FACTORY

72 Duchess St., Toronto

Ontario, Canada

How the Banker Can Help the Dealer

(Continued from page 13)

ances, take the place of the oldfashioned open book accounts. He will urge each customer to pay his bill promptly on the first of each month.

If the customer finds it necessary to ask-an extension of credit he may "accept" the trade acceptance attached to his bill and return it to Smith as evidence of the fact that he wishes to take advantage of the credit terms stated therein. If, on the other hand, the customer sends Smith a check, Smith will charge the account off his bills receivable ledger, marking the account "Paid by Check." If the trade acceptance is returned Smith will mark the account "Paid By Trade Acceptance."

In this way Smith finds that he has eliminated many difficulties. He finds that each account will be settled and taken off his books every month and annoying accounts of long standing with their many entries representing purchases and payments of odd amounts on account are done away with.

Then comes the day when the trade acceptance which Smith gave to Jones is due. Smith takes the trade acceptances which he has received from his customers and goes to his friend the banker. The banker looks them over and discounts them for approximately 100% of their face value and Smith is able to meet the trade acceptance he gave to Jones. Under the open book account Smith would have been able to get only 50% because of the "2

for 1 rule" under which the banker would decline to loan Smith more than 50% of the accounts receivable shown on his statement.

the trade acceptances signed by both Smith and his customers "look good" to the banker and he is able to advance Smith approximately 100^{cr}_{00} of their face value at a rate of interest somewhat lower than the rate on the old-fashioned single name note which Smith heretofore had given the banker. This is possible because the bank can turn the acceptance over to the Federal Reserve Bank at a preferential rate and make a good profit for the bank and at the same time save money for Smith by the lower rate granted him.

Business Instrument Worth Money

Now let us see just where Jones, Smith and the banker stand on this transaction. When Smith "accepted" the trade acceptance and returned it to Jones he furnished the latter with a business instrument on which Jones could, if he so desired, realize money immediately instead of waiting thirty, sixty or ninety days until Smith could make a "turn-over" and pay for the hardware bought from Jones.

The transaction brought home to Smith the necessity of asking his customers for acceptances on sales which he made on a time basis, with the result he was able to go to his banker with paper which the banker was willing to discount at approximately 100% of its face value. This enabled Smith to take up the acceptance he gave to Jones, when it became due, and at the same time en-

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A New Catalogue is Ready



Hammers
Sledges
Hoes
Wedges
Picks
Mattocks
Crow Bars
Blacksmith Vises
Blacksmith Tools
Woodchoppers' Mauls
Railroad Track Tools

If you buy tools, you'll want a copy

THE WARREN TOOL & FORGE CO.

264 GRISWOLD ST. WARREN, O.

abled him to pocket or bank his profits. That left him in a better position to compete with those who have more capital. He had reduced the advantage held by his competitor across the street who operated on a cash discount basis.

Customer Benefits Too

Smith also found that by meeting his trade acceptance when it became due he re-established and re-confirmed his credit, putting him in position, if occasion warranted, to increase his next order for merchandise.

Now, let us look at this Iones-Smith transacton from the standpoint of the banker—the man who put up the money. When Jones discounted Smith's trade acceptance the instrument showed on its face what the credit was extended for, so the banker welcomed the opportunity to know something about the actual transaction against which he was extending credit. He had a concrete idea where Smith would get the money to meet the acceptance when it became due. He knew that Iones had sold to Smith a lot of hardware and that through the sale of this hardware during the period that the trade acceptance would be outstanding, expected to get the money to meet the trade acceptance at maturity; in other words that Smith would keep that particular transaction in mind because it was a definite promise to pay on a definite date at a definite place.

When a banker discounts a single name note, which he generally does when trade acceptances are not used, he never can feel sure that the note will be



Trade requests for samples and information are receiving immediate attention.

Chicago Flexible Shaft Company 5614 Roosevelt Road, Chicago, Ill.

Makers of the DOMESTIC—a good, reliable iron at a moderate price



WITT

The oldest, heaviest and strongest corrugated ash cans and garbage pails on the market.

Built to hold up under constant hard use.

Universally known through wide distribution and continuous national advertising.

"Quality" Merchandise for "Quality" Hardware Dealers.

Ash Cans in 4 standard sizes Garbage Pails in 4 standard sizes

Your Jobber can Supply You

The Witt Cornice Co.

CINCINNATI



definitely paid on a definite date, but when he discounts a trade acceptance he knows that particular transaction will in a way be segregated from the general conduct of the depositor's business and that the obligation will be actually liquidated on a definite date.

The law providing against the loan to any one person of more than 10% of the capital and surplus of a bank has proven to be a wise legal provision, but there have been instances where merchants entirely worthy of additional credits for seasonal requirements have been unable to obtain this credit from their banks and as a result the banks in some cases have lost a part of the business of some of their most valuable customers.

Better Team Work

The general use of trade acceptances gives the banker a better opportunity to keep in close touch with the local credit conditions because practically all trade acceptances will be forwarded for collection through the various local banks and the local banker will have an opportunity to observe which of the local people pay the acceptances promptly and which do not. Under the open account system the banker has only a general idea of how people settle their bills, but under the acceptance system he will know exactly the credit standing of the business people of the community.

The use of trade acceptances also would tend to overcome in a legitimate way all the secret assignments of book accounts which have come to be in some

Digitized by GOOGLE

A Down-East Yankee —— Started It—We Finished It

ONE DAY long ago, a "Down-East Yankee" had a job which couldn't be done without a lot of heat in one spot. I say he was a Yankee; maybe he wasn't, but he acted like one. He took a tight can, filled it partly full of gasoline, put some air pressure on it, and attached to the can a sort of atomizer which blew out a fine spray of gasoline.

This blow-torch, described so sketchily, worked well enough so that the Yankee (and all the rest of us who have come after him) continued to use this crude burner, which indeed did partly "gasify" the fuel after the burner got hot enough.

That is, it worked pretty well until John D. put a crimp in its operation, because he needed in his business double the amount of gasoline out of each barrel of crude oil. The gasoline got heavier and heavier, until finally it was nearly impossible to make the blow-torch work with any satisfaction at all.

There was only one thing to do—the old burner must be radically reconstructed. Who would do it? Naturally the oldest and the largest manufacturer of blow-torches.

So it was THE TURNER BRASS WORKS, of Sycamore, Illinois, with fifty years of successful manufacturing experience behind it, which developed the greatest improvement in blowtorches in the history of the business.

These TURNER NEW LINE BLOW-TORCHES are actually gas-producers, and what burns is the gas from vaporized gasoline or kerosene,—not the liquid fuel at all. Combustion is perfect, the hot, dry gas taking up the largest possible amount of air and producing a flame that is clean and hot as—hot.

You can now get blow-torches to sell which will do all the things a blow-torch ought to do. So don't ask your customer to buy just "a blow-torch." Tie him to you for life by selling him a TURNER NEW LINE BLOW-TORCH.

Your jobber will supply you,—BUT—ask particularly for TURNER NEW LINE.

THE TURNER BRASS WORKS Sycamore, Illinois

HALF A CENTURY IN BUSINESS

There are twenty other good sales arguments in favor of TURNER NEW LINE BLOW-TORCHES. Will you drop us a line and let us tell you more?

COUPON

The Williamson Heater Company, Dept. 13, Cincinnati, Ohio.

You may outline to me your dealer proposition on HOMAKER Pipeless Furnaces.

Name ______Address ____

City———State—

Jobbers' Name____

Dealers-

If you haven't made a study of this better pipeless furnace, you are missing out on the best furnace proposition in the dealer field:



The coupon will bring you the story.

Send it NOW!

If You Handle Pipe Furnaces

it will be to your advantage to look over our catalog of Favorite Furnace Fittings. We manufacture a complete line of furnace pipe, angles and fittings in galvanized iron, black iron and tin. Drop us a postal today.

The Williamson Heater Company

Manufacturers of Pipe and Pipeless Furnaces

Dept. 13,

Cincinnati, Ohio.



instances a real menace.

When trade acceptances are discounted by a depositor the banker soon learns which of the depositor's customers are safe and which are dangerous. If, for instance, Jones, the wholesale hardware dealer, is doing business with Smith, Brown and Johnson, taking trade acceptances from each when a line of goods is purchased, it will not take the banker long to determine if any one of the three falls into the bad class of customer.

If Brown turns out to be a poor business risk the banker can tell Jones and in future Jones can concentrate his efforts on Smith and Johnson and discontinue business with Brown whom the banker would suggest was unsafe. Jones, in this way, is able to add the judgment of the banker to the judgment of his own credit department with the result that he will eliminate losses, add to his own prosperity and establish himself as a better credit risk.

The same rule will work with Smith, the retailer, in his dealings with the ultimate consumers. If their promises to pay on a definite date at a definite place are not kept the banker will know it and will pass the word along to Smith so that he may talk frankly to the bad customers when next they apply for credit.

Sound credits are of importance to everybody in the business world. Trade acceptances make for better credit and the "best minds" in the business world are agreed that the time has come for merchants everywhere to get together and agree to adopt the trade acceptance system as the universal business custom.





STANDARD

since the first "hatcher" was made

THE WILDER - PIKE THERMOMETER CO.

TROY, N. Y., U. S. A.



YERDON CAST BRASS HOSE BANDS

They're neat and strong, they are no freaks, They'll fit the hose and stop the leaks, We'll quote you quick on any size. And they're the kind that satisfies.

WILLIAM YERDON
No. 4 Center St. Fort Plain, N. Y.



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Kantspill Dust Pan

The Most Practical—Most durable Dust Pan on the Market

Katchesall and Kantspill

Made of heavy gauge, 3 pass, cold rolled iron. Heavy edge reinforced at ends, prevents bending of edge and Katchesail — sweepings Kantkreep under the pan.

Pan inclines from edge—then a drop—sweepings go in and stay in—Kantspill out. All connected points riveted—Kantkome apart.

When innocently hanging on the wall, hood end downward, still working for Mrs. Housewife as—A Katchall for Scraps.

Twisted wire handle, 30 inches long—Kantbreak the back.
Dimensions—Width 11½ inches. Length, front to back, 10½ inches. Height at hood, 3½ inches. Finish—Pan and Handle—Olive

Handle—Olive green enameled. Packed— One dozen in Corrugated Shipping Containers. Weight 29 pounds.



Manufactured by WM. F. LEWIS MFG. CO.

INCORPORATED
681-83 Endicott Bldg.
St. Paul, Minn.



A Real Calf Weaner —Invented by a farmer

No trouble to put on the Kees Calf Weaner nor to take it off—that's why the farmer likes it.

Can't injure the calf, nor other stock. But, it does the business. Won't break being made entirely of stamped steel, galvanized. Made in two sizes.

Ask your jobber for the Kees Calf Weaner. If he can't supply you a card will bring free sample.

F. D. Kees Mfg. Co. Beatrice, Nebr.

Grabbing Off the Auto Trade

(Continued from page 20)

men a price between the whole-sale and the retail on cash sales. They appreciate the discount, the merchant gets all of the trade of a customer and he also gets names such as those mentioned in the conversation—owners whose cars are getting a going-over. The discounts apply only on orders that run for 30 days or less on the books. Usually the men give the information voluntarily.

Within a day or so, and on the very next day if the owner has merely had the shop figure on the job, the owner of the car gets this letter from the dealer—a man who has switched from implements to strictly hardware lines:

Mr. Mack Dawson,

Danvers

Dear Mack:

No need to tell you what a difference there is in the looks of a pair of shoes after they have been given a fresh shine. It makes them wear better, too.

Your automobile will look so much like a new car after you have it given one or two coats of E——Auto Enamel that even your wife will think you've got a new car.

It will wear better, too. You'll get \$200 worth of looks and wear out of about \$10 worth of enamel and labor—less if you do the work yourself. While this finish smoothens itself, leaving no streaks, lapovers or brush marks, making it easy to apply, and naturally comes to a lustrous finish after two or three days of drying, we know that our local shop can turn out a fine job for you.

You can match any car's



This Spinning Spreader has made the

Even-Spread Lawn Sprinkler

the world's most famous sprinkler

The little Spreader "spinning like a top" throws the water over a very large area, placing an equal amount on each square foot, just like rain. The water is elevated only three or four feet above the ground, thus preventing the wind blowing it to one side and is not cut into a fine mist to be lost in air.

Sturdy in construction—will last a life-time. Base is made of rolled steel, neatly japanned in black, rust-proof and unbreakable. Weighs less than two pounds, boxed.

Attractive display cards, literature, newspaper cuts, etc., furnished dealers without charge.

Sells itself, makes money for you

For complete information as to prices, terms, discounts, etc. ask your jobber or write

PATTERSON LOCK NUT MFG. CO.

Sprinkler Dept.

20 E. Jackson Blvd., Chicago





Big Profits

out of a small stock of

SLIPON Handle Protectors

A 10c novelty that housekeepers buy on sight to protect pot and percolator handles against scorching. Endorsed by Good Housekeeping and Tribune

Institutes.
Put up in attractive self-selling display cartons, containing 3 dozen protectors.

Order From Your Jobber Today

YOUNG SPECIALTY CO. 2223 Vliet St., Milwaukee, Wis.



Cronk Steel Rake

Replacing malleable. Cost little more than cast rakes, worth double

Dealers supplied through jobbers

The Cronk & Carrier Mfg. Co.
Elmira, N. Y.

shade you like—or almost match your wife's dress. We carry black, blue, green, red, brown, yellow, gray, cream or white. Also can furnish finishing varnishes and dressings for seat and top. With these preparations you can make a new car.

Drop into our automobile accessories department and let us help you figure it out.

Yours very truly,

Hyde Bryson Hardware & Arms Co.

Practically every window display of another store has in it as a base, and many have as backgrounds, automobile robes. In the front of the store is a pair of uprights about four feet high, joined at the top by a crosspiece. Over these are draped a number of robes and rugs, one overlapping the other to permit the showing of the greatest number. They succeed the old horse blanket and buggy robe of old.

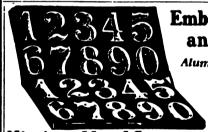
Luggage Department Affected

Still another store has found that automobiles affect the luggage department and it carries luncheon outfits in cases that run up to \$75. Other chests and trunks to fasten to the car are They have to be shown. however; for, as the merchant said, "About all of the sales so far have been to people who were interested after they saw them on the floor. I did sell two to a couple of families that jointly planning an overland trip. But in most cases, the way to sell this class of goods is to suggest it—they don't very often ask for

In his two years in the business one dealer has sold on an average of one spotlight a week. He

(Continued on page 61)





Embossed Letters and Figures

Aluminum and Brass

8 sizes—7 finishers, in attractive display boxes or bulk. As a protection to yourself, ask your jobber for our make.

Niagara Metal Stamping Corp. Niagara Falle, N. Y

The Robertson

HORSESHOE MAGNET

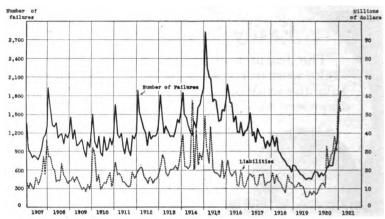
THE HAMMER HOLDS THE TACK

A superior Tack Hammer for general use in the house and shop. Tacks or small nails are held by the magnet end of hammer, ready for driving anywhere within reach.

The Best Magnet Hammer on the Market Silver Medal Panama-Pacific Exposition

ARTHUR R. ROBERTSON, Sole Mfr., Boston, Mass.

Fourteen Years of Business Failures



(Number and Liabilities Involved, in Each Month, According to Dun's Review)

DUSINESS failures always vary in number with reference to whether prices are rising or falling. When prices rise. profits are easy to make; whereas when prices fall many concerns are pushed to the wall. After our entrance into the war prices rose rapidly and as a consequence the number of failures became abnormally small. This condition continued into 1920, when the turn of the tide came in commodity prices. Since then failures have risen sharply, the liabilities in December equalling the record made in the summer of 1914 and the number coming to the high levels reached in pre-war vears.

It is apparent, however, that the number is still considerably below the high point of 1915, despite the fact that many inefficient concerns have sprung up in the last four years. In addition, the liabilities involved are still relatively small when compared with 1914 and 1915, if allowance is made for the difference in the price levels and for the natural growth of business. In fact, the relatively small volume of liabilities suggests that the failures so far have been among the smaller concerns, many of the larger ones having been protected by the banks.

Another interesting point brought out by the chart is the sharp jump in failures which occurs each January. This is due, of course, to year-end settlements which frequently reveal insol-It is also interesting to vencies. note the extent to which our troubles in 1914-15 exceeded those attending the panic.

(Copyright, 1921, by and reprinted with permissson of the N. Y. Evening Post, Inc.)



In these days of wooden alcohol most any drink may contain a stick



attributes this record to the fact that he keeps a case of them on his shelving in the very front of his store.

Another article that is used by motorists, especially those in the country, is a gasoline lantern that throws a good light and is safe. As it costs something like eight dollars it is a nice sale. One merchant introduced these lanterns by a display window with a row of them on a shelf in the rear. The electric lights were switched off and the window was illuminated wholly by lanterns. This fact was pointed out to window-shoppers by a card on the edge of the shelf:

These C.... Gasoline Lanterns Furnish The Strong Light for This Window. Bright, Safe, Convenient. You need one on the farm.

Tourists require a variety of things for their comfort and convenience such as folding chairs. stools and cots. Fireless cookers of the one-hole type also seem to fit in.

Hardware men who hesitate to get into this line or who, getting in, will not merchandise are losers by many hundreds of dollars each season.

He Should Wosty.--"Where Cribbs?" Tommy yesterday, asked the teacher.

"Please, mum, I had a toothache,"

answered Tommy.
"Has it stopt?" asked the teacher sympathetically.

'I don't know," said Tommy. "What do you mean, boy? don't know if your tooth has stopt aching?"

"No mum, the dentist kept it." —Los Angeles Times.



Dad's shoe repair bills run high. Why shouldn't he repair the

family shoes himself? Hundreds do-so can he. Complete COBBLER OUTFITS now

sell to thrifty people. You can build up sales on them by timely display. For your own satisfaction and profit and the satisfaction of your customers, sell Star line of ontfits only-Also lasts and stands, hammers, etc.

Your jobber has them-or write us for catalogue

STAR HEEL PLATE **COMPANY**

357-391 Wilson Avenue NEWARK, N. J.





Self-Heating Iron

Will satisfy your trade Over 1,000,000 in use

As simple as the old style iron and twice as easy to work with. Highly polished and nickel plated. Heat regulated instantly

For prices, write your Jobber or the

Royal Self-Heating Iron Co. Big Prairie, Ohio

Digitized by GOOGIC

TRIMO

THE WORD THAT STANDS FOR

Superior
Pipe Wrenches

AND

Monkey Wrenches

FOR

SHOP, HOME and FARM

Trimo Wrenches for sale everywhere; with Steel Frames that will not break; Nut Guards that prevent accidental turning of the nut in close quarters.

Order from your jobber or write

TRIMONT MFG. CO.

Roxbury, Mass.

Builders and Furniture Hardware

GLASS KNOBS GLASS PUSH PĻATES

TRU-LITE MFG. Co. Bradford, Penna.

Silver Lake Sash Cord

Sold by Net Weight, Guaranteed Full Lengths

Established 1869

Silver Lake Co.

Newtonville, Mass.

Established 1869

Graphic Charts Help Merchant

(Continued from page 28)

charted and, when compared with the purchases, will guide the management in the financial part of the business. If for instance, the chart indicates that collections tluring certain periods are slow and purchases unusually heavy, arrangements can be made for a line of credit from the local banker and greater effort made to reduce the accounts receivable.

In Figure 3, another method of graphic presentation is used, by which comparisons of many factors may be obtained. By charting the various important divisions of operating expenses in comparison with the total sales. detailed information is secured showing the ratio of expenses of the different expense classifications to the total sales. A careful study of these facts will disclose the strength or weakness of the businéss. If there is a large increase or decrease in any expense item in ratio to the sales for that period, an investigation should be made in order to determine the reason for such change.

While the figures used in charts are those of a retail hardware company the basic principles are applicable to any retail business. Retail merchants are gradually beginning to realize the importance of statistics in the development of their business. By the use of graphic charts the effectiveness of this data can be increased, thus allowing the many factors not clearly understood when given in figures to be disclosed.

Emulate the major domo. He leads the procession but he doesn't make any noise about it.



Sell This Guaranteed File

-Carpenters Will Come Back for More

What Users Say

Expert's Choice Files are real saw files, the best I have ever used, and I have been filing saws for more than thirty (30) years. Charles W. Lamb, 127 Madison St., Staunton, Ill.

I am head filer of Circular, and Hand Saws for Thompson & Starrett Company, also for Stone & Webster Construction Company, I use only the Dexra file, and have filed fifty (50) hand saws with one file and will bet I can do it again. B. F. Benter, 7117 Cedar Ave., Cleveland, Ohio

The Expert's Choice files 18 saws and is cheaper at a cost of 50c than the ordinary files at any price.

Frank Luther, Chicago

THE man who uses a file likes the Expert's Choice because it does twice the work of an ordinary file—in half the time. The Expert's Choice nearly doubles the value of his time.

It's in the Quality—in the cut of the tooth and in the length of the stroke. It gives a stroke more than twice as long as the ordinary six-inch saw file. This makes it cut faster and last longer. See the illustration at the top of the page.

You can guarantee to give a man his money back if the Expert's Choice does not prove to be the most economical file he has

ever used.

Write for more information to your jobber or to

Delta File Works

Philadelphia, Pa.

This sign will be supplied to hang in your store



We Organize Our Territory

(Continued from page 38)

orders because they were always so well written up. It was so easy to get them out. Other salesmen's orders, if possible, were shuffled to the bottom of the pile. We knew when we got these orders that we would lose time trying to figure out what the salesman wanted and trying to decipher numbers and sizes. Often a stock clerk who had been in the business two or three months would guess what the salesman wanted. Sometimes these guesses resulted in horrible mistakes and errors.

I remember in one case that a carload of grindstones was shipped to a certain place in Texas with holes in them a FOOT in diameter because a certain green stock clerk understood the order to read one foot instead of one INCH.

Out in Colorado in a certain town there is a chain strung along in front of the stores, attached to hitching posts, that is as large as the anchor chain of a Cunarder. This chain, weighing several tons, arrived in Colorado from a hardware house, because the stock clerk took it upon himself to guess at the size they wanted. Freight in those days was so expensive that they never shipped the chain back, and the wholesale house made the town a present of the chain.

Now, in regard to the organizing of territory, let me state that I am fully aware that some of my readers will say they can not afford to employ the clerical force to carry out such ideas as I have outlined in my previous article. As a matter of fact, if our sales manager is a good teacher, it is not necessary to have a large or expensive force. The details can be carried out by a few bright girls. I have found carefully selected women very much better at doing this kind of work than men or boys. But of course the sales manager must explain clearly just what is wanted, and he must see that the records kept are respected, and are therefore kept accurately.

Many houses have entirely overlooked the development of mail order business direct from customers. No house divided against itself can stand, so I have always believed in giving salesmen full credit for mail orders just as if they sold the goods in person. This enlists the cooperation and support of salesmen in having mail orders sent direct to the house instead of their advocating the risky business of having mail orders mailed to their headquarters.

The Salesmanager's Job

In a comparatively small business the sales manager must manage sales and the mail order manager must handle mail orders. but where the business is large enough to justify a number of sub-sales managers under a general sales manger, then the sales manager assigned to a certain geographical territory, should also handle not only the salesmen's orders, but the mail orders and the claims from that territory. There might be a claim man who O.K'd and checked up all claims when they were allowed, but the best results are obtained by having sales managers pass on both claims and mail orders.



Hardware Dealers

Your opportunity is here. If you are selling Garden Seed in bulk now, you will get more business by handling them THE LEONARD WAY, larger profits and better satisfied customers. Quality is not enough—LEONARD SERVICE goes with it. Our method is different. If you do NOT handle Bulk Seeds, by all means do so for your better business sake, as it attracts new trade to your store and every seed customer is a prospect for your other goods. We sell to merchants only, outside of Chicago. We refer all inquiries to our nearest LEONARD DEALER: no commission boxes, no retail mail orders—we sell in Bulk only and quality and service is our watchword.

Write us today

LEONARD SEED CO.
226-228-230 W. Kinzie Street. CHICAGO



Screws and Bolts

are best taken care of in

HELLER'S Screw and Bolt Cabinets

Ask for Catalog No. 37G

HELLER'S Simple System Hardware Shelving

is described in catalog No. 25 just from press

Write for it to-day

W. C. Heller & Co. Montpelier, Ohio

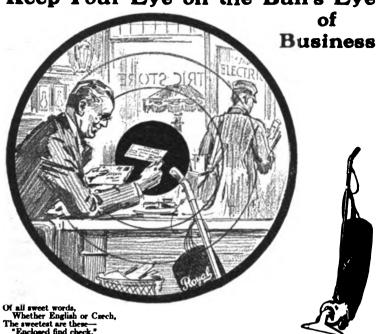
The basic idea under the organization of even the largest business is to try to get it down to a point where it would be just as much as possible like the small business handled by one man.

Unfortunately under the system where various departments handle salesmen and claims, a sales manager may not know claims that are coming from his own customers, and a claim manager in handling a claim may not know when he writes a letter that he is destroying a deep-laid plan to increase the account of a very desirable merchant. Retail merchants often wonder at the very conflicting letters they receive from large houses. Some of these letters strike them as The reason for this is absurd that they are written in different departments, without one department head knowing what the other is doing. It is a comparatively common occurrence where the cooperation between the various departments is not properly organized, that a retail merchant in the same mail may receive a dunning letter emphatically requesting immediate payment and at the same time a very beautifully written letter from the sales department, asking for an increase in his business. If such a house used a card system as I have outlined in my last article, and if the credit department entered a signal on these cards that the sales department be shut off on a customer, such conflicts would not occur.

Give Salesman Credit

The salesman's name would be entered in pencil on these cards, and when the mail orders strike these cards, the salesman's name





Satisfactory merchandise is paid for promptly—and the prompt collection of money due is the aim of every man in business. For success is measured not in what is due you, but in what you've got.

Electrical Merchants who handle



ELECTRIC CLEANER

have the minimum trouble in getting the money. People pay promptly because the ROYAL lives up to what your salesmen say about it. It gives complete and abiding

And for the same reason, the people who buy ROYALS boost ROYALS. Each customer brings another—until you have an endless chain of unsolicited prospects coming to your

store.

These satisfied customers do not stop at buying ROYAL Cleaners. They buy other

There is a suspension customers do not stop at outing no trait cleaners. They buy other merchandise—and your whole business prospers.

There is nothing mysterious about the ROYAL'S success. That success rests upon the machine's ability to do practical cleaning. Women like it because it is light, graceful and handy, because it does its work thoroughly, quickly, easily, and because it does all kinds of cleaning.

Dealers with little or no experience in electric appliances who secure the Royal agency thus have a nearby Electrical wholesaler to "fall back on"—one who "knows the game" from a to a and who joins us in co-operating with the trade to the fullest possible extent.

You will be interested in our "Confidential Merchandising Plans"—especially if your cleaner sales have petered out during the winter alump. With the ROYAL Cleaner and the Royal merchandising plan, sales and profits are sure. We have proof; write for it.

THE P. A. GEIER COMPANY, 5112 St. Clair Avenue, CLEVELAND, OHIO

should be transferred to the mail order so that he receives proper credit.

Then memoranda should be made also on these cards in regard to customers' claims. If the claims become unusually numerous, the sales manager, in going over the cards, should make a note that the next claim be referred to him, the head sales manager. He can then investigate the claim with extra care and attention and find out whether the house was giving this customer very poor service or whether the customer was trying to make an illegitimate profit out of the claim department.

First Aid to New Men

Now, of course, I appreciate the fact that a sales manager only has so many hours in the day, but this article is written on the theory that in the first three months of the new year the sales manager will devote the larger part of his time to new salesmen and new territories that are being developed. He may have to neglect some of the older salesmen in the older territories, but his help is not needed as much by them as by the new salesman who is trying his wings.

I remember one case where a new salesman, after being out two months and having heard from me with great frequency, walked in, set down his grip, looked at me with an indignant expression, and hissed out in my face, "Haven't you a d—d thing to do but watch me every day and follow up my work?" The joke is I had not devoted very much time to him, but my system had. My assistants examined his orders

and passed up their comments to me. From these comments I wrote the letters. I showed this young man the system. He scratched his head and remarked: "This is sure no place for a salesman who loves the pleasures of life." I intimated to him that we were not trying to run a pleasure bureau.

Now, as a last word on this article on organizing territory, let me say one thing: More money can be made following up success than following up failure. What I mean is this: If you are doing business in New York, and it is a matter of pride with you that you wish to work up a fine trade in the vicinity of Portland, Oregon, you may make failure after failure in that territory. All these failures cost a lot of money. known houses that as a matter of pride determined to sell goods in a certain territory whether they could make money in it or not. They refused to be beaten.

When I found that certain territories for certain reasons were practically impossible, I rather let them rest until I could get through assimilating the cream out of the territories that came easier. Wherever I had a salesman that was doing exceptionally well, on the other hand, I sent him a good helper and I almost doubled his sales. As a sales manager it was always my policy to crowd success to the very limit.

A Lesson From Texas

Take, for instance, the oil lands in Texas. Business in these sections has increased more than one hundred fold. How many houses have increased their selling ma-

Here is a real moneymaker for dealers—the nationally advertised flatiron—the

"COMFORT"

"Heats As It Irons"

—the fast-selling iron that you can buy at the right price and sell at a good profit. Spring time is quick-selling time. Every housewife wants one—especially in warm weather. Used in a million homes Get our introductory offer. We supply complete electrotypes of advertisements free and on special orders will pay for first ad used in your local newspaper. Write your jobber.

National Stamping and Electric Works

Chicago, Illinois

"COMFORT" Self-Heating IRON

Heats Itself Sells Itself



Heats While It Irons

The Patented

"Okio UNXLD"



Bristles Gripped in Steel Under TWO TONS Pressure

Can be used in enything

In individual cartons or half dozen in a box

A complete line manufactured only by

THE WOOSTER BRUSH COMPANY

Wooster, Chio
Since 1851—One Family—One Idea Better Brushes

Speed Up Your Turnover



Vises are among the slow moving articles in your stock.

Why-

They are not properly displayed: Your customers mustaskforthem—they are in the backof the store, under the counter or in the cellar.

Every home, every shop, every garage has use for a vise—all customers are prospective vise buyers, and they will buy if you remind them of their needs.

We will send you a sales stand (4½ ft. high by 24 inches wide)—ready for use—FREE—with your first order for PRENTISS VISES.

This stand will be suitable for show window or store display purposes—will present your vises in an attractive and available manner and will make sales for you.

Your sales on vises will increase and your turnover speed up marvelously.

For information write:

Prentiss Vise Company 106-110 Lafayette St., New York City







chinery in proportion to the increased business? During the war, in those cities where there were great camps and a large number of soldiers, business boomed. How many houses adjusted their selling machinery to take care of this situation? How quickly did they do it? Some were ready to take advantage of the situation just about the time the Armistice was signed. Suppose these houses had followed the principle that I have enunciated, of following up success quickly instead of chasing failure! Suppose they had insisted upon sending helpers quickly to those old salesmen whose business suddenly increased 50%! Wouldn't they have sold more goods?

Take care of the business that comes in the front door first. Then sell all the dealers you can on your block. Next get out into your own city. After that tackle your county, then your state, and after that, if you still have sufficient energy, there are foreign worlds to conquer!

How It Felt

Barber—'How do you like the razor, sir?'

Victim—'I could hardly think it was possible that I was being shaved.'

Barber (flattered)—'Then what did you imagine, sir?'

Victim—'That I was being sandpapered.'

Taking No Chances

Browne—What caused you to withdraw all of your money from the Fleetfoot Bank?

Towne—Every time I entered to make a deposit I found the cashier with his hat on!

Guernseyware

THE ORIGINAL

A quick selling line of Cooking and Serving Dishes you cannot afford to be without.

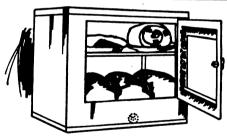
Your customers are educated up to looking for this Trade Mark.



Write for complete illustrated Catalog.

We also manufacture a full line of Hotel Ware

THE GUERNSEYWARE CO. CAMBRIDGE, OHIO.



This Ad Worth MONEY

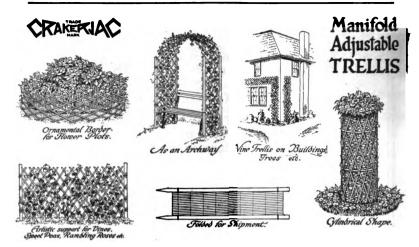
Let us send you our catalogue and price list giving complete information regarding HOME COMFORT BREAD AND CAKE CABINETS. Made in seven sizes, of galvanized non-rusting steel, and finished in aluminum or white enamel. Women everywhere buy them on sight. If, after seeing our catalogue, you care to order one

or more of these cabineta, we'll fill your order promptly for any quantity. Also, if you mention this advertisement we'll bill it at 20 per cent less than the regular dealers net price. Properly displayed, these cabinets will sell themselves. They have done it in thousands of cases.

THE HOME COMFORT COMPANY Saint Paul, Minn.

ORDER DIRECT GIVING YOUR JOBBER'S NAME

Digitized by GOOGLE



For Your Spring Windows

TN your window displays of spring goods use CRAKER-IAC Adjustable Trellis decorated with a few artificial vines and flowers. Put a card in the window to let people know that they can buy this trellis from you all ready to put up. The trellis will sell itself and will help sell other goods. Many people go without the artistic touches of trellis work

because it is expensive and often unsatisfactory to have the

work done by a carpenter.

But now they can buy CRAKERIAC manifold adjustable trellis, ready to put. up in any way shown in the illustrations. It comes all ready for use and consists of over thirty basswood slats 63 inches in length fastened together with a toggle! joint action so that when you pull on the ends they lengthen out into beautiful. diamond shaped openings and can be bent into arches or cylindrical forms.

One size answers every purpose. It comes in compact form. Easy to carry in stock—takes up little room. Easy to sell if you display it in your windows. See also folding Fan Trellis all ready to set up.

If your jobber cannot supply write for information and prices to

Evan L. Reed Mfg. Co. 125 Mill St. Sterling, Ill.



Folding Fan Trellis

Sells at following

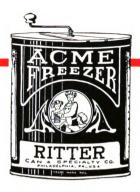
Two foot 50c each Three foot Four foot 75c each 1.00 each Five foot 31.25 each Six foot Seven foot \$1.75 each

THE NEW DRK OOC PUBLIC LIBERT OOC PUBLIC LIBERT OOC TENOX PER CONTROL OF CONT



Convincing Proof of Pulling Power of Good Hardware — Pages 2 and 3

MAIT



Made in Two Popular Selling Sizes 2 Quart and 4 Quart Attractively Labeled in Blue

The ACME Ice Cream Freezer

THE ACME Freezer is practical and compact, made of best quality tin—won't rust. It works quickly and well and a child can operate it easily. Will turn out the finest velvety cream in five or six minutes.

The ACME Freezer is solidly built for long service. It is as easily cleaned as a piece of china. Families have had them in use for years. Should an accident occur, parts are inexpensive and can be procured direct from makers, by parcel post.

The ACME Freezer, 2 quart size weighs only $2\frac{1}{2}$ lbs. Its place is on the pantry shelf—not in the cellar. It saves ice. Fully one-half less ice

required than in a wooden tub freezer. It saves time. While a wooden tub is cooling, your work with an ACME Freezer is finished.

The ACME Freezer can be placed in an ordinary refrigerator after the cream is frozen. This saves ice and time, and labor in packing.

Refreshing and inexpensive ices can also be made in an ACME Freezer. With each Freezer is supplied a Recipe Folder showing numerous ways of making ice cream and ices. No ice cream is as good as that made at home, and when made with an ACME Freezer it will cost only half as much as ice cream that is bought in a store and it is better cream and cleanly made.

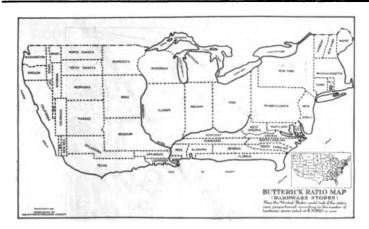
2 Quart Size - Retails for \$1.50 4 Quart Size - Retails for \$2.50

Your Jobber Can Supply You with Acme Freezers

Made by

RITTER CAN & SPECIALTY CO. PHILADELPHIA, PA.

Factory Selling Agents - Beh & Co., 106 Franklin Street, New York



A Map That Pictures Your Selling Problems

-sent free to business executives

The map at the top of this page shows how the country would look if each state were proportioned according to the number of hardware dealers rated at \$3,000 or over.

You can look at this map and get an accurate picture of the hardware markets of the country. You can see just which are the fat territories and which are the lean ones. You get the whole story at a glance. Not the kind of a map we used in school but a much more practical one for the man who has to consider the country in its relation to his business.

A large copy of this map, 13 by 20 inches, will be sent you with our compliments. This map will help you visualize the entire hardware field: GOOD HARDWARE will enable you to reach the whole hardware trade quickly, surely and economically. It reaches every hardware dealer and every hardware jobber in the country.

Write us on your letterhead for this map and we will send it at once with information about GOOD HARDWARE.

THE BUTTERICK PUBLISHING COMPANY

Trade Division

Butterick Building

New York



Over 5000 Titles Entered in Picture Contest

A striking demonstration of Good Hardware's Pulling Power

THE returns on the GOOD HARDWARE Picture Title Contest are proof positive of the reader interest we have claimed for GOOD HARDWARE. Over 5000 titles were suggested by 1626 separate individuals.

We have maintained that the size of the magazine will insure its being taken home when a bulkier magazine would be put aside; that the excellence of its editorial matter and its method of presentation would make the retailer come back for more after he had once read the magazine. As conclusive proof of this retailer's interest we offered the results of the investigations of 563 jobbers salesmen who have reported that retailers read GOOD HARDWARE more carefully than any other hardware magazine.

There are two things to think about in the results of this contest. First the great response—to get entries from over 1600 individuals is a feat in itself and a record worth pointing to. And of these entries 563 were from the wives or children of hardware dealers—dealers who in most instances did not themselves enter into the contest.

The hardware dealer does exactly what we said he would do. He is busy all day and because GOOD HARDWARE is handy and interesting he slips the magazine into his pocket and takes it home to read. That's how the wives and children happened to know about the contest.

The size and the style of GOOD HARDWARE make readers responsive. It is a busy, active magazine that attracts to itself the busy active merchants that you want to reach. It covers every hardware dealer and every jobber in the country. The advertising rate is low. May we send you more information?

What it Costs

The cost of advertising space in GOOD HARDWARE is so low that you can use a full page reaching every hardware dealer in the country at less than the cost of sending out a penny postcard—at one fourth of the cost of postage alone in fact!

\$125 is the page rate on a twelve time contract or slightly in excess of \$2.50 a page a thousand. Send for complete rate card and other information.

THE BUTTERICK PUBLISHING COMPANY

Trade Division

Butterick Building

New York

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Another Triumph of American Invention

Gillette Safety Razor Company

announces

The New Gillette Safety Razor

Patented, U.S.A. Jan. 13, 1920 Patents granted or pending throughout the World

A unique Principle in Razors
— not merely a New Style.

An invention of intense personal interest to every man who shaves.

Uses the well-known Standard Gillette Blades and greatly increases their effectiveness.

In utility and beauty, the

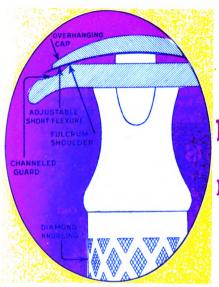
new razor and the new cases surpass anything ever offered to the trade.

On sight, there is a desire to own one.

It will appeal to present Gillette users as well as others—offering wonderful opportunities for greater Gillette sales.

Retail Prices \$5 to \$75

For Description See Next Page



Diagram

of the

New Improved Gillette

Patented Jan. 13, 1920

The leading features are:

- 1. Fulcrum Shoulder
- 2. Overhanging Cap
- 3. Adjustable Short Flexure
- 4. Channeled Guard
- 5. Micrometric Precision

THE Fulcrum Shoulder and Overhanging Cap provide straight edges acting on the blade to produce an Adjustable Short Flexure, which results in a straight and extremely rigid shaving edge in all positions of adjustment.

The Channeled Guard underlying the adjustable blade edge enables the adjustment to be changed without sensibly altering the angle at which the razor is held in shaving, and also leaves the entire edge free to the beard while guarded from the face.

All parts are made with Micrometric Precision in strict conformity with measurements determined by Gillette technical experts after exhaustive research and thousands of shaving tests.

As a result of these new features, the New Improved Gillette Safety Razor is the finest shaving instrument ever produced.

The distinctive **Diamond Knurling** is used exclusively on the New Improved Gillette Safety Razor.

Now Ready - place orders early
National Advertising Campaign Starts in May



GOOD HARDWARE

A monthly magazine for the Hardware Merchant who believes the interchange of ideas is good for the soul and the pocketbook

Edited by BEN GREELY

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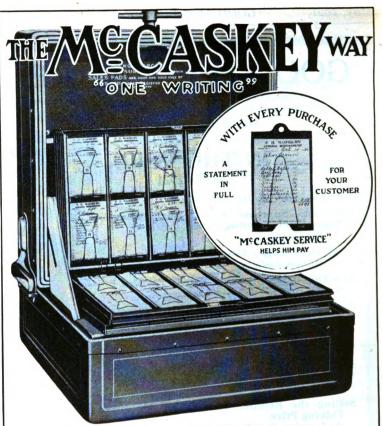
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MCCASKEY "ONE WRITING"

These Times Are McCaskey Times

HESE times demand closer attention to business detail than heretofore. You can not only afford to, you MUST put the screws down on waste. You owe it to yourself and to those you serve to adopt the most modern and saving of business methods.

The McCaskey "One Writing" way can give fulfillment to this need most effec-

tively. If one user could save \$170 cash a month by reducing help; another save \$1000 a month loss on pass book accounts, and a third practically stop all loss on 4000 charge accounts a year; surely, Mr. Merchant, these are McCaskey times.

Does the system pay for itself? Many times over! A card to Alliance will bring you a story of credit business success, details or

a representative.

McCASKEY REGISTER CO., Alliance, Ohio

GOOD HARDWARE

A National Magazine Published Monthly for the Hardware Trade

Edited by BEN GREELY

VOL. 2

MAY, 1921

No. 8

Supreme Court Busy Throwing Out Palmer's Profiteering Cases

Now that the active little Attorney General has been put up on the top shelf, the absurd persecution of retail business is halted

By Ben Greely

THE recent decision of the Supreme Court of the United States declaring that certain parts of the Lever Act regarding profiteering were unconstitutional, is a matter of interest to all retail merchants.

As a result of that decision, the case against Gimbel Brothers, of New York, indicted last June on 207 counts, all of which charged violations of the Lever Act in that they cited so-called unjust and unfair prices charged for merchandise, was taken off the trial calendar.

DUT that was only the beginning. It is highly probable that as a result of the same decision, all cases of alleged profiteering will, as they come up for trial, be stricken from the calendar and held in abeyance until the United States Attorney's office adopts a plan of action. If that office decides that the action of the Supreme Court makes further prosecution of these cases impractical, the pending cases may be dismissed.

All of which is another evidence of the unfounded charges and the undue annoyance to which retail merchants were subjected during the hysterical administration of Attorney General Palmer, who, happily, has been shelved.

ELL, the picture title contest is over and we're able to take time out now for that second cup of coffee in the morning. Somewhere else in this issue you will find the names of all the



prize winners. To each of them we say "congrats." To the thousands of others who also sent in answers, we can only say "better luck next time." We'd like to give you all prizes but John D. Oilfeller hasn't named us as his heir yet.

Soon there will be another contest—with even more prizes. And we hope that in the next contest every reader will submit at least one answer.

A lot of people who used to buy ice cream at the drug store or soda fountain, will not do so this year. The high price of this delicacy has made it a comparatively expensive luxury. Yet people will not want to do without ice cream in hot weather. That gives the hardware merchant an opportunity to sell ice cream freezers and to advertise the fact that with them, people can make their own cream a whole lot cheaper. The wise merchant will stock freezers.

DID you ever stop to think about the money you lose if you don't take discounts?

"It's only 2%—hardly worth bothering with it." So say many merchants, because they do not think. It is wonderful what you can accomplish in business if you will only think. How often do you hold a session with yourself and think real hard? How often do you analyze the money-making and moneylosing opportunities of your business? These are many and failure to discount is one of them.

The following table is figured out for your convenience. Failure to take:

1% ten days Net 30 is equal to 18% per annum.

2% ten days Net 30 is equal to 36% per annum.

3% ten days Net 30 is equal to 54% per annum.

3% cash Net 30 is equal to 36% per annum.

5% ten days Net 30 is equal to 108% per annum.

Bills have to be paid. Why not pay them promptly and make money at the same time? If you are not on a discounting basis, we want to ask you this question: Is it not a fact that if you had the amount of your outstanding accounts in your bank or cash drawer, you could discount your every invoice, and make thereby at 2% ten, net 30—36% per annum?



THE phrase "gross profits" means nothing. You might as well say "a victorious failure" or "a disastrous victory," declares the New York Credit Men's Bulletin.

"Gross profits" is a phrase that was invented to hide the inefficiency of managing directors. It is an excuse. It is an attempt to make things look better than they

are. It is an effort to whitewash a black situation.

"Profits" has a definite meaning. It can never be "gross;" it must always be "net." There is no other sort of profit and never can be.

The fact is that some firms dare not face the facts. They expect their accountants to cover up their mistakes and losses. They think first of appearance and second of facts.

Hundreds of firms, perhaps thousands, have ultimately been wrecked simply because they did not wish to know the real facts about their own affairs. They compelled their accountants to invent excuses, and eventually they learned just what the truth was from official receivers. HEN the February issue of GOOD HARDWARE appeared, Watterson Bros., of Bishop, Cal., got from it an inspiration for a window display which they used at the time of Washington's birthday.

Mr. J. D. Foley, of Watterson Bros., wrote us as follows:

"We were inspired by the cover of your February issue. The copy of George Washington was painted on a piece of cardboard by our show card writer, and cut out. We then backed it up with a wooden frame and a standard.

"The Cherry Tree was nailed to the floor of the window and tied to the ceiling. On the floor of the window were placed some axes, planes and saws. The back of the window was made up with a piece of muslin with mountains and trees painted on it and above was the American eagle with the flag."



The February cover which gave Mr. Foley his idea



The attractive window which he worked out from it

Digitized by GOOGIC

C. O. D.--Charge--Cash!

By William Ludlum

THEN my wife went shopping blindly,
Thinking I would take it kindly
And, for love of her, cough up the dough that
she so wildly spent,

I was wroth and forced to scold her,

And I very plainly told her

deep-set to stop.

That her C. O. D.'s would leave me stranded soon without a cent.

With a pout, she said I'd rue it,
And, to tell the truth, I knew it;
Yet I would not show contrition and we let the
matter drop:

But I had a certain feeling
Soon the future'd be revealing,
To my sorrow, that her shopping ways were too

No more C. O. D.'s came trooping,
But I found by slily snooping
That her wardrobe still continued
to develop, bit by bit,
Till, as with a crash of thunder,
My poor purse was rent asunder—
She had changed from C. O. D. to—Charge!
The bill said—'Please remit!'

Biff! We had an understanding,
And since then I've been handing
Her a weekly sum that, as I said,
'Must buy both dress and—hash.'
Does it work? Believe me, Brother,
She can out-dress any other,
Feeds me better, loves me more and more since she's been shopping—Cash!

Is a Tax on Sales the Best Way to Pay Our Bills?

Judge L. R. Wilfley says it is. Fayette R. Plumb says it is not. A bill, favoring a general sales tax has been introduced in the Senate by Senator Smoot, of Utah, and both friends and enemies of the measure are all set for a battle royal.

By Ben Greely

WISE man once said there is nothing so sure as death and taxes. And a still wiser one added, "and nothing so unpopular."

There never has been a popular tax and there never will be. There will never be a system of taxation that is not open to criticism or that is not two-sided.

Discussion on the proposed general sales or turnover tax was crystallized last month when Senator Smoot, of Utah, a Republican member of the Senate Finance Committee, introduced a bill to that end in the upper house.

The measure, which he estimated would yield \$1,-500,000,000 in revenue annually, would place a flat tax of 1% on gross

sales above \$6,000 annually of virtually all commodities, both raw materials and finished products. The bill carries a few exemptions but application of the tax as provided in this bill would be stayed practically only on such commodities as now bear a higher levy.

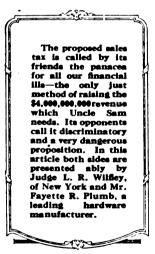
Recently an organization was formed called The Tax League of America with offices in New York and Washington whose announced plan is for a vigorous educational campaign on behalf of a general sales or turnover tax as a substitute for the present system of taxation. This league

will support the measure which is now before Congress. The league will try to unite persons and trade associations that are urging the enactment of this legislation.

On the other hand, there is a great deal of opposition on the part of many merchants, manufacturers and jobbers in all lines of business and everything looks

promising for a battle royal.

That the present system of taxation has broken down altogether is acknowledged generally by the people and has virtually been admitted by the Federal Government. Since the war, Uncle Sam's budget has risen to



something like \$4,000,000,000 a year and the existing sources of revenue cannot meet the conditions. The question therefore arises—how is he going to raise the money?

It is pretty generally admitted by everybody that the present excess profits and high surtaxes are unjust, excessive and altoAll agree that these excess profits taxes and the exceedingly high surtaxes must go. Our experts are of the opinion that many other of our war taxes, such as the so-called luxury taxes, and very high inheritance taxes and other taxes which they call trivial, must also go. Consequently, we are brought face to face with the proposition of replacing the amount of money that these forms of taxation furnished during

Arguments for the Sales Tax

- 1. It will undoubtedly produce all the revenue needed.
- Under it the flow of revenue will be prompt, constant and dependable.
- It will be paid by the whole body of the people, but in infinitely small amounts by each individual.
- It is simple in operation, and will be promptly, completely and economically collected
- without burdening any one.

 5. When supplemented by a
 moderate income toy it will
- moderate income tax it will rest equitably on all.
- It will abolish the present harmful method of class taxation, and business will promptly get back on its feet and prosperity return.
- It will reduce the high cost of living without reducing the profits of the producer.

gether inadequate. The luxury tax, too, has come in for bitter criticism from all sides.

The proponents of the sales tax idea come forward with their plan as the panacea for all our ills. They maintain that a tax of probably I per cent. on all sales will net a revenue of \$2,000,000,000 a year and that the balance can be made up by a moderate income and inheritance tax and other standing sources of revenue.

Speaking in behalf of the sales or turnover tax recently, Judge L. R. Wilfley, of New York said in part: the war period through which we have just passed.

There are a great many people in this country who have the feeling that it would be wise, in order to meet this emergency, to place a small gross sales tax on all goods, wares and commodities generally referred to as the turnover tax.

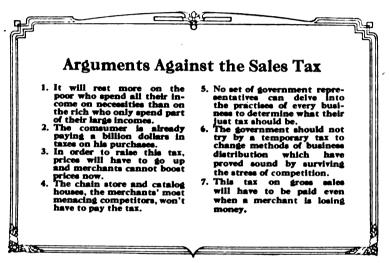
This sales tax is a tax, broadly speaking, on the sales of all goods, wares and merchandise. You may extend it to services and other things, but broadly speaking, it accrues at the moment of transfer of the property from the purchaser to the seller. It is paid by the merchant. That is to say, it is collected by the merchant and remitted to the Government by the merchant, but it is paid ultimately

by the consumer. It is a consumer's tax, which he must pay just as he paid the tariff tax.

For sixty years in this country, we have raised the great bulk of our revenue from revenue tariff tax and you and I don't know it. This sales tax is a similar thing; it is an indirect tax which falls upon the shoulders of the consumers. You and I pay it, just in proportion as we consume goods. To the poor and thrifty the

mine what your sales have been and calculate, if it is one per cent, what that will amount to and you will remit that to the Government.

Another great point in its favor: it will collect money in great abundance. It will collect the money we need and must have and I believe, that it is the only way we ever can collect the great sum of money which we need. It is the one great reservoir which will furnish the necessary revenues to run our gov-



tax will be light; to the rich and extravagant it will be heavy, but there is one very good point about it that I want to call your attention to. It furnishes a substratum for our whole national revenues, to the creation of which every man, woman and child in the whole nation would contribute.

It gives every citizen an interest in his government which is a good thing. We all contribute to it, and it can not be raised nor lowered unless we all agree. It is easily collectible. There are no stamps put on. There is no receipt issued. Books—the Government will require each merchant to keep books which will be open to the collectors of revenue, and it is a simple matter at the end of each month or quarter, to deter-

ernment and the only one that I know anything about.

Another thing: it comes with a steady and constant and dependable flow. The nation can count upon it because people do business, and the tax will be paid in bad times as well as in good, and experience shows the amount fluctuates very little.

We have now, in addition to this, one other element of taxation. Taxation must be equitable. Now, when this tax plan is supplemented with an income tax, which we propose, with moderate income taxes, it will rest justly and equitably upon the shoulders of all. Then we will have a tax that will furnish all the revenue we need, that will come in

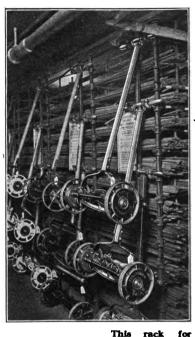
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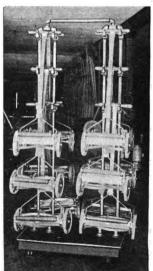
Two Good Ways to Show Lawn Mowers

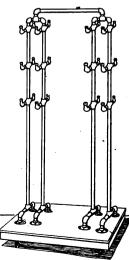
BY means of a simple rack that is shown in the illustration on the right, the Stebbins Hardware Company, Chicago, Ill., is able to display lawn mowers in about one-third the amount of space that the same number of lawn mowers would occupy if shown on the floor.

The rack, which was built in the basement, is made of stout iron pipe, connected in sections as will be seen by reference to the picture. At a distance of 48 inches from the floor an "L" fitted with a cap is screwed into the four-way connection on each of the uprights. The first lawn mower hangs on a pair of these. other "L's" from which the mowers are suspended are placed at a distance of about 18 inches and 36 inches respectively above the first one. Mechanical details are unnecessary, however, as the picture shows the construction very clearly.

The whole arrangement is very neat and orderly, and any one of







Ihis rack for lawn mowers is made of pipe and can be modified to fit the stock. Note the showcards which hang beside the lawn mowers and give all necessary information about each one.

This fixture can be placed in any part of the store and put away when the season is over

the mowers can be taken down and demonstrated on the floor

Particular attention should be called to the framed show-cards that appear alongside each row of lawn mowers. These cards tell the price of each size, and all the special features of each particular kind of mower. This is a big help in making sales. Each machine. in addition, has its own price tag. Notice that the rack supplies a place to keep the stock of weather strip during the summer months.

Another good fixture for displaying the same item is shown in the lower illustration. It is in actual use in the store of one of our readers, who claims for it the especial advantage of being portable. During the active season he places it in a prominent place and then puts it away when the season is over.

Gunn's Advertising Has News Value

VERY merchant has his C own philosophy of advertising but few express this philosophy in their advertisements as does Mr. E. C. Gunn, of Gunn's Hardware, Andalusia, Alabama, Mr. Gunn uses a letter form of writing which is informal and chatty. Each letter is divided into three parts or paragraphs, the first two being introductory and general to catch the interest of the reader while the last is his advertisement proper. He claims the success of his advertising in a small county weekly is due to its newsy and appealing style.

In the advertisements below notice how he attracts the attention and holds it with his clever introduction.

SUCCESSFUL ADVERTISING

is not our art. It is only common some with honorty of purpose. Mis-representations never pay and unless one has what he advertices both unity and price, better for him that he had never gold a word or written a line.

THE GROWTH of OUR BUSINESS

is proof to up that beneat advertising pays. If informs the public where they can find certain things and the service we render in supplying our customers at a reasonable profit extinctly pleases them. No reasonable person expects to buy good, clean morehandine "at cost" from the merchant who expects to stay in huntaens. They know it can't be done.

YOU CAN FRO AT OUR STORE

a complete stock of farming tools, such as Plows, Plow Stocks, Hames, Traces, Back Bands, Seay Guano Distributors, Genuine Little Joe Harrows, Mars, Rakes, Shovels, Scoops, Pitch Forks, etc. Also a nice stock of Furniture, Coffice and Carkets. All those we sell at a reasonable profit and your partocope will be appreciated.

> Very truly. E.C. GUNN

EVEN A DUMB BRUTE

APPRECIATES AND SHOWS HIS APPRECIATION OF KINE TREATMENT AND THE MAN WHO IS UNKIND TO THE DUMS ANIMALS UNDER HIS CONTROL IS AS SURE TO SUFFER THEREFOR AS THE SUN SHINES, SOME PEOPLE WE KNOW SHOULD READ AND CONSIDER THIS.

NONE THE LESS APPRECIATIVE

IS A MAN WHO IS TREATED KINDLY AND HIS EFFORTS APPRECIATED BY OTHERS-ESPECIALLY WHEN TOLD SO BY A YOUNG LADY WHO KNOWS THE VALUE OF WELL WRITTEN AND ATTRACTIVE ADVERTISING. AND POR THIS VERY REASON WE HAVE HAD CAUSE RECENTLY TO FEEL PROUD. BUT

THE MOST APPRECIATED

ADVERTISING IS THAT WHICH TELLS THE TRUTH AND WHICH THE PEOPLE CAN DEPEND UPON. IF YOU EXPECT TO BUY GOODS AT COST, WE DO NOT SEPECT YOUR PATROHAGE FOR WE CAN'T DO DURINESS THAT WAY AND PAY OUR EXPENSES. BUT IF YOU MEED ANY. WAY AND PAY OUR EXPENSES. BUT IF YOU MEED ANY-THINDS IN THE HARDWARE, FURNITURE OR MOUSE FURNISHIMS GOODS LINE AND ARE WILLIMS TO PAY A REASONABLE PROFIT ON WILL BOUGHT GOODS IN THESE LINES, WE WILL APPRECIATE YOUR PATROM-AGE. WE MAYE NO "PETS" OR SPECIAL PRICES FOR A CERTAIN FEW.

Very truly.

E. C. GUNN Night 'Phone 229

Day Phone 67 Day 'Phone 67 Night 'Phone 229

These advertisements are written in letter form, each letter being divided into three parts; this makes them informal, chatty and easy to read

Let's Sell More Refrigerators This Summer!

Some practical suggestions from a small-town hardware dealer who does a big ice-box business and who believes that this item ought to be pushed hard this year

By A. H. Van Voris

Illustrated by Brown Martin

SUMMER days are on their way.

The hot weather of June, July and August is coming—no question about it, unless old Mother Nature shakes a different combination out of the hat than has come our way in past centuries.

This means something to us hardware dealers, too. It means lawns to be kept in trim with our lawn mowers and garden hose sprinklers; it means all sorts of garden tools; it means window and porch screens and shades, electric fans, oil cook stoves, and it also means refrigerators.

City hardware merchants may well consider refrigerators a product for yearly sales, with so many of their customers living in apartments. To others of us, whose customers live in smaller towns where houses with individual cellars are more plentiful, the good old summer time puts refrigerators on the map with capital letters.

Who needs a refrigerator?

Every household where Milady of the Kitchen believes in modern sanitation in keeping food, and in saving some of those many steps necessitated by climbing up and



down cellar steps should have one. Even the householder himself may be brought to reason—he's often the fellow who slides down early in the morning, clad in pajamas and bath robe, to open up the draft on the furnace and who, later, carries out the day's accumulation of ashes from the furnace ash-pit to back vard ash-pile. He, too, goes via the "cellar step route"-down and up, and then down and up again with the coal hod for the kitchen range. Can't he see the light of reason, when he considers the many, many climbings during the day for the busy housewife, carrying food to and from the cellar?

Now here's a grand little scheme that I've hit upon for finding out quickly and accurately just who some of these householders who ought to have refrigerators are. I've taken unto myself some very powerful and useful allies. They are the local ice men. Since they are the chaps who go into the houses and fill the ice boxes, they are in an ideal position to furnish me with just the information I want-what sort of refrigerators their customers are using, which ones are almost worn out, who the people are that are thinking of buying new ones or who ought to have larger ones, etc.

By offering the ice men a small commission and thereby enabling them to pick up a few extra dollars, I get the services of the best possible prospect hunters and very often a tip from them to housewives will swing business my way.

The next question is what kinds of refrigerators are you going to sell? Are you going to make



I got the local ice man to tell me which women needed refrigerators

price your chief talking point? Is that the objective which you will present to the prospect who calls at your store to purchase a I think we will refrigerator? agree that "No" is the correct answer to this inquiry, for a A cheaply constructed ice-box is an expensive proposition for the customer to operate. with ice at its present price. The good salesman, in the words of our recently deceased and muchbeloved statesman,—"speaks softly and uses the Big Stick"-in other words, he proceeds gently with the prospect until he ascertains the maximum purchasing power of the customer, and he then works his sale along the lines of well-informed authority.

Our salesman can easily do this by making certain inquiries regarding conditions in the home; he can thus learn just which style to offer. This shows the customer

(Continued on page 52)

Hints on Handling Wire Screen and Hose

THE Bennett Hardware Co., Long Beach, Cal., has worked out a handy method of handling wire screen. At one end of a long table in the back room is a pair of parallel wooden rollers about 2 inches apart. The roll of screen is laid on the rollers and it is an easy trick to draw out the amount desired: for the roll will stay on the rollers. Another store has inverted stove castors in place of rollers. This store has the edge of the tables marked off in feet and inches to facilitate the measuring.

When a plumber wants some pipe it does not have to be carried about the shop and juggled around. The pipe racks are at one side of the shop. The plumber simply backs up his wagon to the outside, the salesman opens a little door at the outer end of the pipe rack and draws out what is wanted into the wagon.

It is no snap to measure off a length of hose from a reel. So one hardware store constructed a simple holder for the reels that makes the job easy. The illustration shows how this rack was made. Pieces of 2 x 4's were used

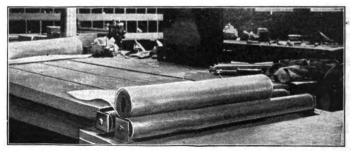


This stand simplifies the handling of bulk hose

as uprights and as cross-pieces. Four double casters were fitted to the base, so that the rack can be moved.

A piece of pipe is used as an axle for the reel. It fits into two notches in the uprights. No trouble at all to measure off a 100-foot length of hose now.

Remember that hammers can be used to pull as well as to knock.



Two rollers and a table solved the problem of handling screen wire

Takes in Washing and Sells Out Washers

THIS is a suggestion that ought to go well with all the henpecked husbands who are in the hardware business—or is there "no sech animul" in the hardware business?

Did you ever do your wise's weekly washing? No? Well, try it next Monday morning. Send her to the store and you tackle the wash. She'll have an electric washing machine the next day and you'll have a lame back for the rest of the week. Believe me, I—er, er—well, I was told all about it. (No, far from it. I'm not henpecked. Not yet, only been married four weeks.)

Next Saturday night, then, Mr. Hardware Dealer, you insert an advertisement in the town daily, weekly or whatever your "burg" boasts of, reading.

"YOUR WASHING DONE FREE

BRING IT TO LIVEWIRE'S HARDWARE STORE

8 A.M. to 12 Monday

You can take it home in twenty minutes cleaned to perfection. If you can't come this Monday with your own washing, drop in during the morning and watch us clean your neighbors."

Arrange this to suit yourself. You can add to it or make it smaller. Anyway invite your customers and their friends to bring in their week's wash.

Have a woman on the job with two or three of the electric washers that you handle. When everything is set, then demonstrate the washer with the owner's own wash in the tub. Make sure to have plenty of dirty clothes handy to ward against a scarcity of the necessary articles to make the demonstration a success. A good salesman on the job will do the rest.

One way that will sure bring the folks out and cause talk is to advertise that "Mr. So-and-So will take in washings on Monday morning in Livewire's Hardware Store." Tell the hour and be sure the man named is well known, preferably fat and not given to manual labor. Run his picture with the ad if you want to. It will create interest and bring the women out—and some of the men too. That's all you want. The rest is up to the salesman.

And, oh yes! I nearly forgot—get the gentleman's permission before you feature him as your star washlady.

How To Paint Signs On Your Windows

YOU may have seen temporary signs painted in colors on the glass exterior of windows and wondered how the painting was done. You can paint such signs if you will first make a mixture of I pint sour ale and 4 ounces sulph-magnesia, and apply to the glass.

Let it dry thoroughly, which will give the glass a frosted appearance. Water color paint can then be applied to this surface. Holiday designs can be reproduced true to color. The same formula can be used for painting on mirrors.

Makes His Sporting Goods an Extra Sales Department

How one dealer captured some lusiness that was headed toward the mail order house; and some ideas that have increased sales for other merchants

By Ralph Evans

NE day while he was waiting at the post office for the mail to be sorted, a hardware man watched a boy unlock his father's mail box and take out a large catalogue. Tearing off the envelope, the boy exposed the cover

of a mail order sporting goods book. He was the son of a well-known business man in the city.

"Going hunting?"
the merchant asked the boy, just to
open a conversation in regard to
the catalogue and
its use.

"No, sir. Some of us fellows are getting basketball suits. Wanted to see what they'd cost us. No place here to get them."

"Wait a minute and walk over to the store with me. I've got a catalogue from the S—— people, and I think one from the R— company. You know their stuff, I reckon?"

"Yes, that's about the best there is. I'll be glad to come over."

And the two of them looked over the catalogues which the merchant dug from a drawer of his desk. That evening after school the boy brought in three other fellows and they went over the line and got the prices. The following Friday evening there was a complete order placed for the outfits—an order that might have gone away unnoticed. But

that was not all.

With the goods that came were included a number of small books of sporting goods advertising 'prepared for the consumer to read. Between his son and his salesmen, the merchant secured the names of the teachers in four country schoolsschools in inland districts that were eager to follow the plans of the city school. To each of

To the merchant who wants to make the most of his early summer business. sporting goods offer a profitable field. But this class of merchandise particularly requires pushing outside the store as well as in it. Now is the time to get after all the sport lovers in your town-by personal canvass, letter and advertising.

these teachers went a special letter with the booklet enclosed:

Mr. Ralph Parlan, Edgemont P. O., Hardy.

Dear Mr. Parlan:
It will soon be time to plan your spring athletics. The boys in our local schools are already getting busy. It has been our pleasure to help these boys fit themselves out with athletic clothing and equipment. We believe that we saved them money by encouraging them to order cooperatively.

Some Saturday when you or some of the boys are in town, it will be of help to them for us to show our large and complete catalogues and quote prices. Then an order can be made up which will get a discount from what they would pay if they bought individually.

You can get an idea of the line we furnish by looking through the

R—catalogue enclosed.

Yours very truly, STRAYER HARDWARE CO.

This and other follow-up work brought in the representatives of the schools, many of whom would have otherwise purchased from mail order concerns.

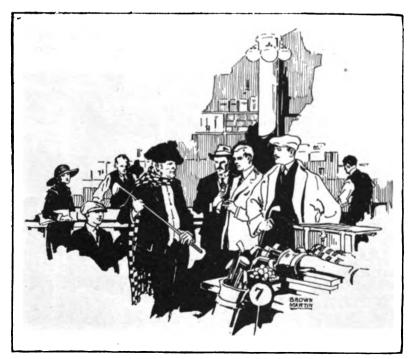
In another store there is an enterprising young salesman who is bringing a big share of the local sporting goods business to his employers. He is a baseball

player and manager of the local team. This necessitates his being away from the store one evening a week during the season aside from the days of the ball games.

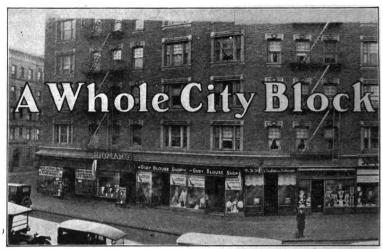
This is not time lost, however. It is spent in getting baseball goods business and business in many other lines such as fishing tackle, hunting goods, sports wear, golf outfits and other articles that these same people need in the regular hardware line.

Golf is a game which has spread rapidly to the smaller communities of recent years and one hardware man who, two years ago did not know one club from another, has made his store the

(Continued on page 63)



One hardware dealer has made his store the Mecca for golfers in his town



Photograph copyrighted 1921 by Good Hardware

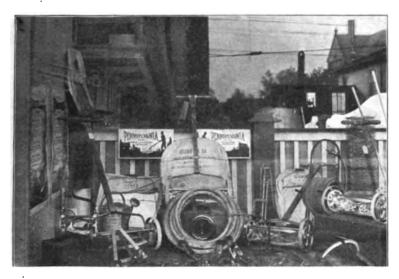
Here is a photograph of one of the most interesting sights in the United States—a whole city block composed of nothing but chain stores, with one exception. The picture was taken by one of our reporters and is published here for the first time. It is a striking commentary on the growth of the chain store system, and in it lies a warning to every one interested in the cause of the indepen-



The balcony of a store makes an ideal place to display sporting goods; this is the way the T. B. Rayl Company of Detroit arranged their display



dent merchant and the Buy-at-Home campaign which Butterick has been waging for years. This block is located on St. Nicholas Avenue, New York City, running from 186th to 181st Streets. Among the chain stores are Liggett's, Woolworth, Regal Shoe. Loft's Candy, Kaufman Hats, Paramount Shirt Shops, M. H. Harris (optical goods), Guzy Blouse Shops, and Higman's.



Everything from garden hose to lawn mowers is shown in this window display at Saddler's Store, Peru, Ill. Note the effective arrangement of the implements

Digitized by GOOGIC

NEVERSLIP



Side Cutting PLIERS

RENEWABLE BLADES

can be inserted when old blades become worn or broken.

As easy as changing the blades in a safety Razor.

Send for Circular B Made of the best material with the same careful attention to detail that has made the Neverslip Horseshoe, Calks famous the world over, the Neverslip Plier has found immediate favor in the trade.

MADE IN SIZES 6 in., 7 in. and 8 in.

The Neverslip line comprises Horseshoes, Calks, Pliers, Clevis Pins and Corner Irons for trucks

THE NEVERSLIP WORKS

New Brunswick, N. J.

"Hitting It Up On High" Wins First Prize in Picture Contest

Thousands of answers pour in from all parts of country. Charles A. Foster, Massachusetts hardware man, gcts \$50 award. Fifteen other prizes

THERE is no doubt about it—the picture title contest was a great and glorious success. There is just one regret in the minds of the editors of GOOD HARDWARE which is that the first prize could be awarded to only one person!

The thousands of answers which the mails brought in made the judges' task a far from simple one, but they were unanimous in their final decision that the \$50 prize should go to Mr. Charles A. Foster, of the Foster-Farrar Company, Northampton, Mass., whose title was:

Hitting It Up On High

The judges chose this title because it was, on the whole, the most clever, original, humorous and to the point. Mr. Foster's photograph appears on this page.

The fact that replies were received not only from every state in the Union but from such remote places as Alaska and Hawaii makes it evident that GOOD HARDWARE has one of the most wide-spread circulations of any trade publication in the country. Canada was also well represented in the contest.

Another interesting feature was the percentage of answers received from men and women readers. GOOD HARDWARE seems to be almost as popular with Friend Wife and the children as it is with the men-folks. At least a third of the contributions came from the womenfrom stenographers and clerks, from wives, mothers, sisters and daughters of hardware dealers.



Mr. Charles A. Foster, of the Foster-Farrar Co., Northampton, Mass., who wins the first prize in the picture title contest

Eight of the 16 prizes were awarded to women. The picture of poor dad trying to hang that portrait also pleased the children. They sent in a pile of answers.

Almost harder than picking out the winner of the \$50 prize was the job of selecting from the many deserving titles those who were to get the 15 other awards of \$1.00 each. There were a number of good suggestions that failed to



WHY

SHERWOOD

SPRING COASTERS

Sell on Sight

Roller bearings—there's speed.

Steel shock-absorbing springs—there's comfortable, easy riding.

Rivited steel wheels and frame—there's strength and long wearing qualities.

Rubber tires, if desired—there's noiseless easy gliding.

How many youngsters are there in your locality who won't immediately realize what fun they can have with a SHERWOOD COASTER? Parents too, are quick to realize that all-steel wheels and frame mean safety; that steel springs mean freedom from jolts and jar; that strong construction means long wear under rough usage and serviceability for lots of hauling jobs around the house.

Nationally Known. Sells on it's merits Your jobber can supply you or write direct

SHERWOOD BROS. MFG. CO. INC. Canastota, N. Y.

win prizes but that are worthy of mentioned. Among the most popular of these are:

"When a Feller Needs a Friend,"
"The Great American Home,"
"Home, Sweet Home," "Say It
with Flowers," "One Damn Thing
After Another," "The Wrong
Nail," "Losing His Religion,"
"Dog-gone Catastrophe," and
"Father's Day at Home."

The 15 prizes were finally

awarded to:

Frank Ramus, Arkansas City, Ark.,

A Disastrous Turn of the Tied

Miss Carolyn E. Punderson, Farwell, Ozmun, Kirk & Co., St. Paul, Minn.,

Mighty Oaths from Little Misses Grow

Mrs. I. S. Dillingham, Jr., Bigelow and Dowse, Boston, Mass.,

Wanted-Shock Absorber

Edward J. Svehla, Chicago, Ill., There's many a whack Twixt the hammer and tack

J. M. Douglass, Kasper & Koetzle, Brooklyn, N. Y., A bang up Job

J. G. Wertz, Wertz and Singer Co., Middletown, O., Temper Tested

G. M. Skinker, Denver, Col.,

"A hit, a very palpable hit"—

Hamlet, Act V, Scene 2

W. C. Levings, Romney Mercantile Co., Romney, W. Va., News Item—"Reckless driver, hits one, frightens four"

Grace Stone Coates, Coates Bros., Martinsdale, Mont., "Drop in Hardware Anticipating a General Downward Slide" Mrs. W. M. Hutson, Sr., Howatt Hardware Co., St. Augustine, Fla.,

Symphony in "A" Flat

William Ludlum, George Howard, Inc., Mount Vernon, N. Y.,
"Prancing with reluctant feet
Where the nail and hammer
meet"—(With apologies to
Tennyson—"The Brook")

Mrs. Dora Widner, A.C. Townsend Hardware Co., Cameron, Wis..

"The next act to follow immediately"

Mrs. Jas. F. Travis, Manchester, Ill.,

"—and mother hung the picture on the wall"

Miss Thelma Thorp, Thorp Hardware and Manufacturing Company, Monroe, N. C., Paradise Lost

Mrs. William Rice, Rice and Story, Anderson, Cal., Riding to a fall

ANOTHER PICTURE TITLE CONTEST

BEGINS IN THE

JUNE ISSUE

DON'T MISS IT MORE PRIZES BIGGER PRIZES

igitized by GOOGIC



Marked Pure Manila Rope

—and illustrates the confidence that you can place in Columbian, the rope with the red, white and blue *Tape-Marker* guarantee in every foot. Whether those men work six or sixteen stories up it's all the same to them when they know that every foot of the rope contains this marker."

Mr. Dealer—Columbian has a special appeal to men on such hazardous jobs as the one

illustrated. The knowledge that you sell the rope with the red, white and blue Tape-Marker guarantee of strength and durability, will draw them to your store for all their cordage requirements. Are you prepared to supply the demand for Columbian? If so, let us send you a large poster card to place in your store window featuring the Tape-Marker.

Columbian Rope Company

432-80 GENESEE ST.

Auburn, N. Y. The Cordage City

Branches: New York Chicago Boston Baltimore Houston

Selling the Retailer Goods That He Needs Beats Talking Price*

The wise merchant uses judgment in buying his stock—even if it does cost him a few extra dollars; he picks it for its selling, not its sawing qualities

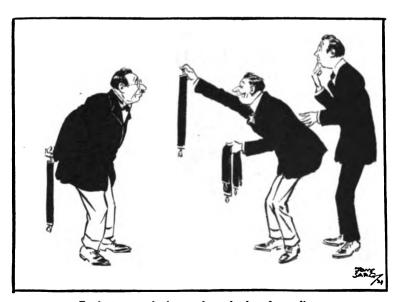
By Saunders Norvell

Illustrated by Tony Sarg

ET us start here with the retail merchant when he goes to market to buy his opening stock. I have sold hundreds of stocks of goods and have therefore been present at the birth of hundreds of new merchants. In selling these new stocks there was frequently very hard competition. A number of jobbing houses were trying to sell the merchant and to convince him that it would be to his interest to cast in his lot with

them. I was fairly successful in selling these stocks, and now I am going to give you one of the secrets of my success.

It is very simple. I simply told the merchant the plain truth about the retail business as I saw it. Most of my competitors attempted to make the customer believe they would sell him the goods at cost or at least very much cheaper than any one else. In a word, all of them talked price.



For instance—who knows the real value of a medium or high-priced razor strop?

* Copyright, 1021.

Sell them a Genuine VACUUM PRODUCT

Only the finest, flawless glass, especially treated, will long maintain a perfect vacuumonly in a perfect vacuum can foods or fluids be kept hot or cold without fire or ice.

Supply your customers with a genuine vacuum product—sell them one that is temperature tested and guaranteed—

Sell them Icy-Hot, the American-Made, glass filler, vacuum container,

There's no metal or enamel inside an Icy-Hot to chip or rust—nothing to corrode.

Your customers will be looking for the Icy-Hot Temperature Test Tag-they have been sold on it through a great campaign of national advertising.

This advertising is selling Icy-Hots for you it is opening up a vast new market for this established product.

Write today for our free Display Stand offer and illustrated catalog and booklet-"Making Money on Icy-Hots".



New York Sales Office: 1218 Wilson Bldg., 33rd Street and Broadway

Complete Display of Icy-Hot Products at Bush Terminal Sales Bldg., 130 West 42nd Street Toilet Article Division









As a result, most of these new merchants became imbued with the idea that there was just one problem in doing business—to buy goods cheap—and that the greatest danger they ran was that somebody was going to "rob" them in the price.

went to ten towns, say of 5,000 population, and looked over ten running retail stores with a stock of merchandise worth, say, \$5,000. Now, I put the question to you: In your opinion how much cheaper would the closest and most careful buyer of these



Gentlemen, now let us all smile. Let us see who can put on the best smile to start the day's work

Then, without belittling the necessity of buying their goods at the right prices, I attempted to prove to them that the price at which goods are bought in the retail business is not the main consideration. I tried to show them that most merchants paid just about the same price for their goods. The thing I emphasized was that the point in buying new stock was to get the right assortment of goods-goods that would sell in their community-and to buy these goods in the quantities, sizes and styles, just as they sold. Sometimes a merchant was doubtful in regard to this proposition, and then I put it to him this way:

"Suppose you and I wish to buy out a retail stock. Suppose we

ten stores buy his goods than the most careless buyer?"

On the entire stock it would usually be agreed that the close buyer would not get an inside of more than 5 per cent. In other words, the difference would be \$250 on the total stock.

"Now," said I, "in your opinion how much difference would there be in value between the best assorted stock and the poorest—that is—by reason of unsalable goods, dead stock, wrong sizes, etc.?" We usually agreed that this difference would amount to fully 25 per cent. to 30 per cent.

"It is for this reason," I would then say, "that I hold that the character, condition and assortment of goods in a retail store is of greater

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An Important Message

to all dealers in

PYREX

OVEN WARE

PYREX SALES DIVISION

Corning Glass Works Corning, N. Y.

We are Advising all dealers that present prices on Pyrex Oven Ware are guaranteed against decline for the balance of this year's requirements.

We are practically the only institution which was willing to eliminate their profits and maintain prices when it would have been easy to advance with the demand during the past five years, and we believe our customers appreciate the holding of our prices then and will be glad to learn now that Pyrex is one line they can purchase with confidence and without fear of a price slump.

We will now accept orders for shipment throughout the year.

April 15, 1921

Advertising material, folders, window trims, display cards, electrotypes furnished to all dealers upon request.

Corning Glass Works

Originators and Patentees of Transparent Oven Ware

CORNING - NEW YORK, U. S. A.



importance than the extra 5 per cent. a merchant may obtain by the closest attention to buying."

Perhaps this new merchant would argue, "Well, why can't I buy cheap and also get the right assortment?"

My answer to this was, "Simply because it is a peculiar twist of human nature that the man who always wishes to buy things cheap devotes so much thought to the extra 5 per cent. that he forgets other considerations entirely."

I also called the attention of this new merchant to another fact that probably had not occurred to him. It is a simple matter to get a salesman to make prices when he has a price-book in front of him. The making of prices for reasons that will follow later in this article does not take much salesmanship. As a matter of fact, the average salesman has very little leeway; but, when we leave the question of prices and get to the question of assortment of goods, it takes real salesmen with knowledge and experience to see that the new merchant is put into business right.

As I have remarked before, I went on the road when I was nineteen years of age. I went out West, where business was booming. In those first two or three years as a salesman I had many "new stock" orders thrust upon me. Will the good Lord ever forgive me for what I did to some of these merchants in helping them select some of their assortment! When Gabriel's Horn blows and I am called to judgment, some of the charges I will have to answer I am sure will be preferred by the ghosts of some of my former trade. I gave them prices, all That was easy. prices were in my book, but there was no guide to assortment, and the confiding merchant got merchandise for which there was not a call within five hundred miles.

I suppose this accumulation of dead stock is still on the shelves, covered with the dust of the years and with the fly specks of many

(Continued on page 64)



The aspiring young salesman should try to be amusing to his family at breakfast



Trade requests for samples and information are receiving immediate attention.

Chicago Flexible Shaft Company

5614 Roosevelt Road, Chicago, Ill.

Makers of the well known DOMESTIC—a good, reliable iron at a moderate price

Retail Merchants Now Have the Right to Blacklist Deadbeats

Florida Supreme Court decision means that dealers may organize for mutual protection against customers whose credit is bad

By Ralph H. Butz

THAT the merchants of a community have the right to organize for mutual protection against habitual deadbeats and those whose credit is not good, was the important decision rendered recently by the Supreme

Court of Florida. And it was further held, that where merchants belong to such an association, organized for their mutual protection, and fail to inform their fellow dealers of cases where patrons default, such merchants may be held responsible for the defaulting person's further obligations other dealers.

"The matter of extending credit,"

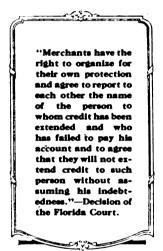
"is a the court. large of modern business, and merchants have the right to organize for their own protection and agree to report to each other the name of the person to whom credit has been extended and who has failed to pay his account and to agree that they will not extend credit to such person without assuming his indebtedness. This is not the same as boycott by refusing to trade with him, but is only an agreement not to extend credit without assuming whatever indebtedness he may owe to any other member of the association.

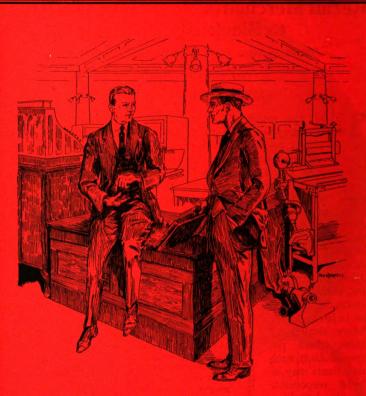
"In order that merchants may prudently do a credit business it is expedient for them to know

those in the community who meet their obligations promptly those who do not; they have the right to organize and enter into mutual agreements for the purpose of giving each other the benefit of their knowledge on these subjects; and a communication made by a member of the association to the other members is privileged if made in

good faith and in such a manner and on such an occasion as to properly serve the purpose of the association."

This decision was the result of a suit brought by a customer against a merchant of Perry, Fla. The merchant reported the name of this customer to the other members of the association, stating that the said customer was in default. The customer sued the merchant for libel, claim-





Merchant Why don't you use "Armco" rust resisting ingot iron in your product?

Salesman Frankly, I don't know! Maybe it costs too much!

Merchant People are beginning to discriminate. They ask for stoves, refrigerators, garbage pails, etc. made of "Armco" rust resisting ingot iron. Suppose it does cost a cent a pound more than ordinary steel, it would only mean a few cents to you, and it certainly would help me make the sale.

Salesman I'll take it up with the firm and let you know.

THE AMERICAN ROLLING MILL CO.
Middletown, Ohio

If a Manufacturer Uses this Label —He Makes a Good Product



The Blue and Gold Armco Triangle carries with it an assurance of Quality, of solid worth, wherever it is found.

This Label on washing machines, stoves, refrigerators, enameled table tops, and other household utilities, helps to make the sale.

THE AMERICAN ROLLING MILL CO.
Middletown, Ohio

Digitized by GOOQIC

ing that he was represented as being a deadbeat; as obtaining support for himself and his family by dishonorable and dishonest methods and as a person unworthy of trust.

In reply to this declaration the court said: "We do not think that the invendoes are supported by the alleged libelous act of the defendant. The agreement sets out several methods by which the merchants of Perry had sustained losses, and the constitution stated that the purpose of the organization was to protect its members against loss by reason of extending credit to those unworthy of 'Trust' in the sense here used means to give credit to, and relates to a person's financial ability to pay his debts."

The Constitution

The constitution and by-laws of the Perry Merchants' Protective Association, signed by all its members, contains these recitals:

"Whereas, past experience has taught the undersigned that there are those who visit and for a time live in a growing town like Perry, who are inclined to live on the confidence that merchants have in humanity; and that by reason of such confidence the merchants of the town of Perry have time and again extended credit to those who were not worthy of such credit: and in the past it has been possible for persons to obtain several months' support from all the merchants, on account of the lack of organization on the part of the merchants, by trading with one merchant for a short while and then with another, until he had completed the round:

"When any member of this asso-ciation shall give notice by and through the attorney of this association that any person has failed to pay his or her account, together with the amount of such account.

no longer willing to carry the account of such defaulting person, none of the members of this association shall thereafter extend credit to such defaulting persons; and should any member of the association thereafter credit such defaulting person, said member so selling and crediting such defaulting person agrees to assume the account and accounts due the other members of this association of which such member so crediting had notice:

"Provided, however, that it shall be the duty of the attorney to notify each member of this association when any person is reported in default, together with the amount of the account and to whom it is due; and further, if such account should be thereafter paid by the defaulting person or satisfactorily arranged, then it shall be the duty of the attorney so to notify the members of this association, and all members shall thereafter be released from any liability on account of extending credit to such party who had theretofore been in default.

Toys Sell All the Year Round

HARDWARE merchant who did a big business in toys at Christmas time usually packed the left-overs away until the next But in thinking it over season. he decided that most of his profit was in the goods he had stacked away on the store-room shelves.

So he put a table at the front of the store where he displayed a fair assortment of toys, plainly priced. There are birthdays in every month of the year; and as long as the kiddies visit the store they are always prospects for sales of toys. This merchant says that toys sell all the year round and particularly during the Spring and Summer months which and that the notifying merchant is are play months for the children

CADILLAC ELECTRIC VACUUM CLEANER



Ask Your Jobber or Write

CLEMENTS MFG. CO.

608 Fulton St., Chicago, Ill.

CANADIAN FACTORY

72 Duchess St., Toronto

Ontario, Canada

A Fine Home-Made Show-Card Holder

WISHING to eliminate the usual bother of hunting for a place to rest his showcard and then having to put it against some article in the display—with the result that either the article is hidden or the show card tumbles



The show-card is slipped into place through the slot at right of frame

down—this hardware man has built himself a set of ingenious card holders.

The inner edges of three sides of the frame are grooved by a saw to a width of about an eighth of an inch. The right-hand side is made of two thin pieces with a space between, held open by other pieces inserted at top and bottom. Through the slot at the right-hand side the show-card is pushed so that, when through, it is neatly framed.

Two triangular pieces of wood are used for the legs. An oblong opening is sawed in the top of each one on a slant in order that the frame will lean backwards at a slight angle and thus be the more easily read. These legs are removable and can be placed on one of the long sides so that a sign reading the long way of the card will be properly placed.

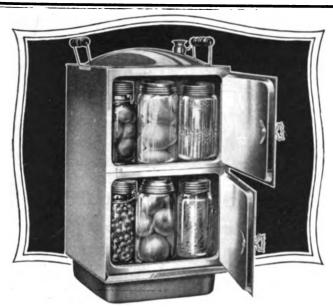
Not being expert in the lettering of show-cards, the owner of this store has purchased an outfit of stencils by means of which letters in two sizes and a number of characters and decorations, in black or color, can be put on to cards, giving the effect of hand lettered work.

Gets First Word With New Residents

REAL estate agents in Highland Park and Garvanza, California, do not have to purchase business cards. These cards are given to them free by a local mercantile concern—Barker Bros.

On the face of each card is the agent's name, address, telephone number and other pertinent information. On the reverse side is an advertisement of the store, as shown in the accompanying illustration. In this way any one buying or renting a place gets acquainted with the store at once; and the agents are inclined at all times to pass along tips that help to get sales.





How this new plan sells thousands of conservos

L AST year hundreds of dealers proved this new selling plan a sensational success. This year dealers everywhere are adopting it.

According to the plan, we put on an extremely effective advertising campaign—right in your town. You simply send us a mailing list of possible customers. We do the rest.

The broadside, letters, and other literature, which we mail your customers, do more than create interest. They close a big volume of sales. Your firm name is featured in all advertising, so these sales come direct to you.

Conservo saves fuel, food, time and labor; cooks entire meal over one burner; fine for cold pack canning. More than a million Conservos are in daily use.

Big Free Brochure gives full details of this big profit producing plan. Write for it today.

The Toledo Cooker Company Toledo, Ohio

CONSERVO

Conserves Food, Fuel, Time, Labor

88



Sell This Guaranteed File

—Carpenters Will Come Back for More

What Users Say

Expert's Choice Files are real saw files, the best I have ever used, and I have been filing saws for more than thirty (30) years. Charles W. Lamb, 127 Madison St., Staunton, Ill.

I am head filer of Circular, and Hand Saws for Thompson & Starrett Company, also for Stone & Webster Construction Company, I use only the Deutra file, and have filed fifty (50) hand saws with one file and will bet I can do it again. B. F. Benter, 7117 Cedar Ave., Cleveland, Ohio

The Expert's Choice files 18 saws and is cheaper at a cost of 50c than the ordinary files at any price.

Frank Luther, Chicago

THE man who uses a file likes the Expert's Choice because it does twice the work of an ordinary file-in half the time. The Expert's Choice nearly doubles the value of his time.

It's in the Quality—in the cut of the tooth and in the length of the stroke. It gives a stroke more than twice as long as the ordinary six-inch saw file. This makes it cut faster and last longer. See the illustration at the top of the page.

You can guarantee to give a man his money back if the Expert's Choice does not prove to be the most economical file he has

ever used.



25 EACH Works

Philadelphia, Pa.

This sign will be supplied to hang in your store



Digitized by GOOGIC

Is a Tax On Sales the Best Way To Pay Our Bills?

(Continued from page 15)

with a dependable flow, that is easily and quickly collected, that will be contributed to by the whole American people, and will rest equitably upon the shoulders of all. Those are the characteristics of this

plan which we advocate.

There are two arguments against this measure, worthy of our serious consideration. In the first place they say this tax will give to the big corporations a further advantage over their small competitors and there is something in that contention. They also claim that it would rest upon the whole community, disproportionately, levy upon the poor and the rich. That is to say, you and I may pay a very small tax if we are laboring men. Their tax isn't proportionate to ours. There is something in that, too. Now, the answer to this last argument is this:

We want to make the rich pay all they can pay with safety, taking into consideration justice and welfare of the country. Second, we don't propose to abandon the income tax. We will still put a tax on incomes and a surtax just as heavy as it will bear. If you push it too far, however, it will drive them into tax exempt securities.

Now, comes the main question which is the real sticker. examine that. In respect to this I have this to say: that in the great majority of cases, these big, selfcontained corporations are made up of smaller companies, inter-companies through which they operate. The steel trust, for instance, probably—I am not speaking from exact knowledge, but just illustrating my point-has a company that owns and operates the iron fields. company keeps its own books. passes the ore into another company, probably a transportation company that it owns, and probably keeps its own books. Then it goes probably to the next company where the steel is made from the iron, which is another inter-company which keeps its own books. There will be no difficulty in applying the tax as it passes from one to another inter-company.

Now, in those companies where a great corporation consists of only one company and owns the raw material and the one company manufactures it throughout and delivers it to the retail store, some provision of the law will have to be made, but I believe it can be made. I believe a line can be drawn successfully and clearly between the raw material stage and the transportation stage, and the manufacturing stage, so that a number of turnovers can be placed upon it by law.

That leads me to call your attention to another very important phase of this discussion. I find that great misapprehension lies among our people on the point as to how great this tax will roll up as it goes along from one stage of manufacture to another. Our opponents say it gathers like a snowball, and gathers momentum and will be handed on like excess profits taxes.

Now, I say to you, it does not do anything of the kind, and the amount that accumulates as it passes from one stage to another is not great. Some of our fellow citizens have worked it out mathematically and they show that the average tax that will be paid on all the turnovers in most of the big manufacturing concerns will amount to about two and a half per cent, and in the case of the manufacture rubber tires, which through eleven stages, the total tax is two and three-quarters per cent. It will not roll up and become a big bugaboo and be passed on like excess profits taxes.

The reasons are there for it not to do so. The tax is smaller. It is fixed. The people won't tolerate the pyramiding of it, and the piling up of high taxes because they will come to know that that tax is small at best and it won't be done. It won't be to their interests to do it. The inducement is not there. The excess profits tax is a vast, unknown and uncertain thing. That is actually true. So the merchant and

the operator are strongly entrenched when they say, "I don't know what I will have to pay. I will pile it up and give a margin for safety."

Now, one other point. It is this: Under our present excess profits tax, the officials at Washington, in the Department of Justice, after a long experience and careful calculation, figure that we pay 23.2% tax on everything we buy now, by reason of these great war taxes.

Now, taking our problem at its worst, it will not be over two and a quarter or three per cent, which is almost negligible, compared with

this present taxation.

Speaking against the proposed sales tax, on the same occasion, Mr. Fayette R. Plumb, chairman of the Taxation Committee, National Industrial Conference, and ex-president of the National Hardware Manufacturers Association and the Philadelphia Hardware Association, said in part:

First, I want to say that a one per cent tax, if it should be a one per cent tax, paid by consumers, on all purchases would rest more on the poor man who has to spend all of his income on the necessities of life, than on the rich, who only spend a part of their large incomes, so I don't think the tax should be based

upon the ability to pay.

I also would like to point out that we have at present taxes which do rest on the consumer that are estimated to produce a total revenue of one billion three million dollars; nearly one-third of what it is supposed to raise, that is, the transportation taxes, the luxury taxes, the excise taxes, such as on tobacco, jewelry and articles of that kind. So you can see the consumer is paying a good proportion of the taxes now on his purchases.

One of the propagandists of the sales tax, Mr. Rothschild, makes the statement that it is absurd to claim that a tax of one per cent sales would have any effect on business practices, that it would have any discrimination that would be burdensome. He points out the fact that operating costs in the

wholesale business vary from four to fifteen per cent, and if there is as much variation as that between different merchants, certainly all of them could add the amount of this tax as part of their operating expense, and readily pass it on, it is such a small matter.

That might have worked, it might have been possible a couple of years ago when things were going up and all of us could sell all we could get, but is it as easy to add one per cent to all of your prices now as it was then? Is it likely to be so easy in the years that are to come, when we know that we are going to be confronted with the demand of the consumer to get prices down? We are not going to find it easy to boost prices up to get this cumulative tax. The advocates admit that it would be from two and a half to three and a quarter, and they have cut it at They point out one least in half. thing, that the tax could be passed on because it would be added at the foot of the invoices. You would simply make out your invoice for one hundred dollars' worth of merchandise and add one dollar for taxes at the foot of it. That sounds all right.

I know in the hardware business they kick about that extra dollar that is added to the invoice. I think other merchants would have reason to kick. I think this is all very merry—we must pass it along until you run up against the consumer. The wholesale grocer is going to pass it on to the price of a package of Cream of Wheat which sells for twenty-five cents. If it be a quarter of a cent or a half a cent, could he add it to the price of a cake

of Ivory soap?

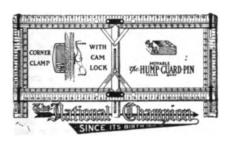
Now, there is one other point which I think is of more importance to the wholesale business and that is the fact that our most menacing competitors won't have to pay the tax. I mean the chain stores

and catalog houses.

We consider in the hardware business that that is a pretty serious proposition and that is the disadvantage to which we do not want to put our customers because our customers are the wholesale hardware jobbers. If we as manufac-



The Curtain Stretcher with Features

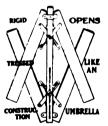


Here is a curtain stretcher that hardware dealers can sell. Women come into your store to buy pots and pens, polish mops end ironing boards. They will buy curtain stretchers from you if you show them up and if you have a curtain stretcher that has as many good features as the Crakerjac. Add to your line and to your profits by featuring the Crakeriac curtain stretcher.

Some of the Features



Malleable Loop Clamps with Cam Lock—locks corners in a jiffy by a simple twist of the wrist. A new idea that simplifies the use of the cur-tain stretcher.



Double-braced Automatic Self-Squaring Hingo-essures Square and Rigid Frame.



Movable Hump Guard Pin — Protects Fingers and Prevents Binding. Found only in the Craker jac.

Heavy Copper Plate on all hardware plate—prevents soiling and rusting and makes attractive appearance..

Smooth even finish on all bars, due to installation of new Vapor Dry Kiln. Write for Catalogue giving detailed information on these curtain stretchers and other up-to-date household convenience.

> EVAN L. REED MFG. CO. 125 Mill Street Sterling, Ill.

turers sell to the wholesale jobbers, we pay one per cent. The wholesale jobber pays one per cent. The retailer pays one per cent. If we retailer pays one per cent. If we sell directly to a chain store, if our competitor sells directly to a chain store or to a catalog house, then the wholesale tax is cut out. They pay; it is nothing, only one per cent. Only one-half of the profit of the wholesale business.

Take a case like the steel corporation, or various others, where the work is carried by some one organization—would some government representative come to us, to a manufacturer and say, "I know all about your competition. I know the number of turnovers you cut out, and your tax is to be two, or three, or four, or five, or six because your competitors don't carry on these processes, don't pay such a tax."

I defy any set of government representatives, no matter how numerous they may be, to delve into the practices of every business, and determine what the right rate of tax should be to equalize this

consecutive tax.

My opinion is that the United States Government should not attempt by a temporary tax to change methods of business distribution which have proved that they are economically sound by surviving the stress of competition. I believe that the wholesaler renders a service which is worth what it costs and that we ought not to expect the United States Government to come in and by a tax help to drive him out of business.

There is one other point that I think as business men under present conditions we should bear in mind, and that is that this turnover tax, a tax on gross sales, is paid whether we make money or not. Now, personally, as a business man, I would rather pay a large tax when I make money, and a smaller tax when I don't make money. I would like to confront the possibilities in the next few years of paying a very heavy tax that perhaps we will say at least, I could not pass on, and have that added to my losses. am afraid in a great many cases it might bring about insolvency.

They speak of this tax as being a small tax because it is only one per cent. They say that the tax should raise two billions of dollars. Now a tax which is going to raise two billions of dollars, and all of which is collected from business certainly can't be a small tax. It is expected to yield four times as much as the excess profits tax is now expected to produce during the coming year.

I think that the propaganda in favor of the sales tax is a very dangerous proposition. I think if the business men of this country should convince Congress that they think a turnover sales tax or any kind of sales tax is the right method of raising revenue, that they may find themselves in a pretty unfortunate situation. If they say they want Congress to raise two billions of dollars by a sales tax, we are very likely to find that the ratio would be two or three per cent instead of one per cent.

Now, there is one plea which is made from the standpoint of fairness, that is made for fairness to everybody—tax everybody alike; have a one per cent sales tax on everything. Don't tax the tire manufacturer five per cent and jewelry manufacturers one per cent, and let the hammer manufacturer off without any sales tax, but equalize it; make it one per cent on

everything.

That sounds fair, but as a matter of fact, it is most unfair, as compared with different kinds of business. It is unfair to tax the wholesaler who makes many quick turnovers in a year at the same rate of profit, the same rate of tax as the wholesaler who makes only one turnover in one or two years. hardly fair to tax jewelry, the sales of which would be comparatively smaller and would bear high rates. For instance, the ieweler Fifth avenue should not be taxed at the same rate of one per cent on one sale, when he makes a profit of fifty or a hundred per cent. is not fair that he be made to pay the same tax the corner retail grocer who sells a loaf of bread pays. It does not seem to me it is fair. because the articles which are





DON'T wait for customers to ask you about Coldwell Lawn Mowers—you tell them.

Six out of ten people who come into your store own homes and must have lawn mowers to cut the grass.

The lawn mower business is a seasonable one, and dealers must push sales as hard as possible during the space of a few months. So push as hard as you know how and we will give you every possible bit of assistance that we can from our end.

Mention and demonstrate Coldwell Lawn Mowers to every customer. Put your dealer display into the window. If you have not yet written for it, send a card today and it will be shipped at once. Use every atom of selling power that you have.

The 1921 Lawn Mower selling season is on—and it will never come back Mowers Now!

COLDWELL LAWN MOWER CO.
NEWBURGH, N.Y. U.S.A.

taxed are unequal in their ability to bear the tax.

It is interesting to note also that while the Investment Managers' Association is behind this movement for a sales tax, the American Bankers' Association, which is the Association of the National banks of the country, has not been induced to approve it. Also it is interesting to note that newspapers, periodicals, advertising and such, would be exempt from the tax. That might account for some of our publicity.

Now, the arguments in favor of this tax have been spread so wide over the country and are so plausible that nearly every gathering of business men, until they hear about it, are in favor of it. When this Committee started this work, I was keen for the sales tax. I thought it was a panacea. It was not until I began to study it, and saw the facts, that I very reluctantly decided that it was unsafe, unjust and unattainable.

We must know that the only thing that business men can pay taxes out of is their net profit. If the government has to levy taxes on gross incomes, you have to pay it, whether you make any profit or not.

Signers

It was in the smoking-compartment of a Pullman, and an obviously self-satisfied little man had been doing most of the talking for some time.

"I tell you," he declared emphatically, "there is nothing like the good old American stock that goes right back to the beginning. Now—I don't like to boast, but facts are facts—an ancestor of mine signed the Declaration of Independence!"

"That so?" a young Jewish traveling man responded mildly. "Interesting, of course, but—well, one of my ancestors signed and certified to a rather more important and older document."

"Nothing on earth more important than the Declaration!" the little man bristled. "What sort of document are you talking about?"

"The Ten Commandments" was, the gentle rejoinder.—Exchange.

This Miniature House Advertises Hardware

A miniature modern bungalow, complete in every detail and equipped with all the necessary hardware, attracted a



This little bungalow, fitted out with all the necessary hardware, made an unusual and effective window display

lot of attention in the display window of Andersons & Sons, Blackfoot, Idaho, and brought a great deal of business to the store.

The bungalow was designed and constructed by M. B. Howard, a member of the company, who is an expert in this line of work. It is a perfect model. Mr. Howard arranged the entire window trim, and it sold hardware! A photograph of this unique display is shown above.

The Only Way

Junior Partner—Yes, that new office boy is a good deal of a bungler, but let's have patience; he may bring home the bacon yet.

Senior Partner—He won't unless we send him for ham.—Boston Transcript.



AHot Weather Quick Seller

When the mercury is high and housewives want to iron in comfort, easy sales are ready and waiting for you. Prospects are half sold on the



Self-Heating Iron

It's simple, it's sure, it's sound in principle and design—Over one million satisfied users now, and more being added every day.

Lithographed window trims, counter displays, movie slides, electrotypes, circulars, etc. are supplied free to Royal Dealers on request.

For prices, write your Jobber or the

Royal Self-Heating Iron Company Big Prairie, Ohio

Let's Sell More Refrigerators

(Continued from page 19)

a real, personal interest on the part of the salesman. Don't you find this to be true with almost any article of household utility?

As you know, refrigerators are made in various designs and qualities, and for different purposes. For instance, you wouldn't for one minute think of trying to convince Madam Housewife that she should install a hotel refrigerator in her home. That would, indeed, be foolhardy, and the sale would be lost before it really got under way. This, of course, is an extreme

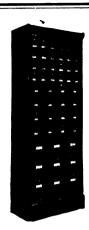
example of what I mean.

If we look at the refrigerator proposition carefully, I think we may say that there are five important characteristics of any refrigerator—size, appearance, sanitation, ice economy and food preservation. Does Mrs. Smith want a refrigerator for her kitchen—one which fits in nicely with her flattoned wall, her linoleum floorcovering and her kitchen cabinet? Or just where is she going to place the refrigerator? Perhaps she does not plan to have it in the kitchen, at all. In fact, she has rather decided to place it in a corner of the back piazza. These are good "feelers" for the beginning of the sales talk.

Mrs. Smith tells us she is looking for one which she can use in her kitchen; it seems she has measured and found that there is just enough space between the kitchen cabinet and the built-in breakfast nook. We know that Mrs. Smith is able to buy the refrigerator which best suits her taste; she is not hampered by financial limitation and so this sale offers a splendid opportunity for suggestion of style and finish.

Our salesman walks over to a model standing somewhat by itself and located thus, purposely, for display. It is a white enameled box of the type which we may call a "front icer." This box, because it feeds ice from the front, has the advantage of furnishing a place to set things on top. The interior is porcelain-lined and has an ice com-





Screws and Bolts

are best taken care of in

HELLER'S Screw and Bolt Cabinets

Ask for Catalog No. 37G

HELLER'S Simple System Hardware Shelving

is described in catalog No. 25 just from press

Write for it to-day

W. C. Heller & Co. Montpelier, Ohio

partment, with a smaller provision compartment beneath, and a larger one, with three wire trays, on the side. It is distinctive in appearance and combines all that makes for perfection in refrigerators. It is a thing of beauty, with its glossy white exterior, sanitary porcelain lining and nickel hardware trim.

Probably you have something like it on your own floor, and so when Mrs. Smith calls at your store, you will be ready for this discriminating customer, who is always looking for the latest and most improved utensils for her kitchen. I believe that this sale was made largely on the delightful appearance of this refrigerator, combined with advantages of sanitation and food preservation. Our salesman, of course, had many established facts by which to convince Mrs. Smith that here was a refrigerator, of unusual beauty and design, whose working qualities we were able to guarantee to her own satisfaction, when installed in her kitchen. Factory and store tests had established these facts long before Mrs. Smith ever became our prospect. The sale was made and Mrs. Smith is now one of our well satisfied cus-

But you will say, "Well and good in the case of Mrs. Smith, but what of the many Mrs. Browns who may be just as appreciative, but whose financial condition is restricted?" Now, what about these Mrs. Browns?

Well, here comes one of them, and she's going to receive the same attention accorded to our former When our customer. salesman learns that Mrs. Brown wants a medium-priced ice-box for her back porch, he selects a neat model of oak finish, with galvanized interior and wire trays. If she looks somewhat longingly at the higher enamel and porcelain models, he will open the doors of both kinds, and explain to Mrs. Brown that a large part of the cost of the more expensive refrigerators, with their trim outside and inside finishes. lies in these self-same finishes, and not necessarily in their operating qualities. He can show her the lasting qualities of galvanized in-

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Sells to Every Outdoor Man

Real service—that's what makes Marble's Outing Equipment a leader. Every article does all a sportsman expects it to—and more.

Year round sellers—Marble's hunting and fish knives, pocket and camp axes, gun sights and cleaners, compasses, waterproof matchbox, etc. These prices are list—liberal discounts—order of your jobber. Be sure you have Marble's Catalog.

Ideal Knife

Unequalled for outdoor use – blade finest cutlery steel, oval ground at back for chopping.

Leather handle—5 in. blade \$2.75, 6 in., \$3, 7 in., \$3.25, 8 in., \$3.50—Stag Handle. 75 cents additional. With or without hilt. Prices include leather sheath. 10% war tax.

Safety Pocket Axe

Handiest tool made—guard folds into handle. 23% x 4 in. blade finest steel. 11 in. steel handle \$3.25. 10½ in. selected hickory handle \$2.00.

Clincher Gaff

Surer, safer, quicker than landing net. Reach out, touch fish, close your hand—won't tear fish and he can't twist out. May be locked with points together. \$1.25.

MARBLE ARMS @ MFG. CO. 533 Delta Ave. Gladstone. Mich.

Pacific Coast Rep., McDonald & Linfroth 739 Call Bldg., San Francisco



Claims vs. Proof

Claims mean nothing-Proof shows up the truth

Mr. Hardware Dealer:

You are pretty close to your customer who buys and uses Blow Torches. You probably know whether he has had satisfactory results from the Blow Torches he has been using, or feels that ALL Blow Torches are an aggravation and a nuisance.

The Turner Brass Works wants every man who is 'sore' on the Blow Torch subject, to try a TURNER NEW LINE BLOW TORCH and PROVE to himself that there is ONE line of Torches on the market which really do everything he has a right to expect of them.

Never mind what we claim,—prove by actual trial that Blow Torch satisfaction is possible, with TURNER NEW LINE BLOW TORCHES.



The Reasons

- 1. The Baffle in the Burner Tube generates either gasoline or kerosene perfectly.
- 2. The Separate Adjusting Needle prevents enlarging of fuel orifice, and shut-off below prevents corrosion.
- 3. The Flared Tube Air Intake automatically supplies correct air mixture.
- 4. The Burner Body Without Holes prevents wind from cooling the flame.
- 5. Lightness and Balance make continuous use possible without tiring.
- Standardization and Interchangeability make repairs easy and cheap if accident damages torch.

Your customer's trial of a TURNER NEW LINE BLOW TORCH will be profitable to him, to you and to us.

Fill in the blank below and send it to us. LET A TURNER NEW LINE BLOW TORCH PROVE ITSELF.

THE TURNER BRASS WORKS SYCAMORE, ILLINOIS

FIFTY YEARS OF MANUFACTURING EXPERIENCE

The Tu	ırner Brass	Works, S	Sycamore,	111.
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Please send prepaid, One TURNER NEW LINE BLOW TORCH (or a Plumbers' Furnace) specially designed to do the following work,

If three days practical use fails to convince me (or my customer) that it is the best thing of the kind I have ever used, I will tell you so and you will send transportation charges for its return to you.

Name.....

Address

(This sample will be billed through your Jobber. We sell to JOBBERS ONLY)



terior lining, which is good for years of use, when properly cared for. Then, too, Milady of the Kitchen, in this case, is going to be quite favorably impressed with the difference in price between these two types which are on display.

Mind you, this oak-finished box, which feeds ice from the top, is by no means one of those cheap refrigerators whose only real appeal is price. It is a well-constructed model with many features sure to interest Mrs. Brown. For instance, here is a little stunt which will probably make her sit up and take notice.

"Mrs. Brown, I imagine you will want to know how long a cake of ice will last you in this refrigerator. As a matter of fact, we can't tell you definitely, any more than we could positively assure you how long a flash light battery will last any particular customer. But here is something I do want to call to your

attention. "You will agree with me that loose-fitting doors will naturally cause the ice to melt ever so much more quickly, won't you, Mrs. Brown? Yes, I thought so, and so I am going to ask you to take this strip of wrapping paper, close the door of this refrigerator on it, and

then try to pull the strip out. What, you can't do it? Pull harder, Mrs. Brown. Oh, you've torn it off right at the door, haven't you? Well, I guess that will show you about as plainly as anything I might say that those doors are closely-fitted, and I can further assure you that the kind of lumber which goes into them is such that they are not only tight-fitting now, but they stay tight-fitting. In other words, we know the quality of our goods.

Some such sales talk as the above will probably make a much stronger impression upon Mrs. Brown than to tell her just how many layers of quilted sea grass go into the insulation, and just how it is placed in the underneath construction of the lining. She can see the tightness of the doors, for she has sold herself on that point, but it's rather difficult to visualize those layers of sea grass and insulating paper.

Of course, you dealers understand the theory of heat insulation.



Sell 'Em While It's Hot

When the thermometer climbs so do sales for dealers selling "Comfort" Irons. Every housewife wants this big work saver on ironing day. Feature "Comfort" Irons this month and make more money. Get our special introductory offer. Ask your jobber.

Modernal Stamping and Electric Works, Chicago

Kantspill Dust Pan

The Most Practical—Most durable Dust Pan on the Market

Katchesall and Kantapill

Made of heavy gauge, 3 pass, cold rolled iron. Heavy edge reinforced at ends, prevents bending of edge and Katchesell — sweepings Kantkreep under the pan.

Pan inclines from edge—then a drop—sweepings go in and stay is—fantspill out. All connected points riveted—Kantkome apart.

When inaocently hanging on the wall, hood end downward, still working for Mrs. Housewife as—A Katchall for Scrape.

Twisted wire handle, 30 inches long—Kantbreak the back.
Dimensions—Width 11% inches. Length, front to back, 10% inches. Height at hood, 3% inches. Finish—Pan and Handle—Olive

Handle—Olive green enamel-ed. Packed— One dozen in Corrugated Shipping Con-tainers. Weight an normale 20 pounds.



Manufactured by WM. F. LEWIS MFG. CO. INCORPORATED

Digitized by 681-83 Endicott Bidg. St. Paul, Minn.

FENCE PLIERS

Every poultry man and every farmer requires this handy tool for



repairing and erecting wire fences. The plier will cut wire, pull and bend staples, chip away the wood where a staple is embedded, and splice.

A big spring seller. Send for prices and catalog showing complete line of drop forged tools.

Kilborn & Bishop Co.

New Haven Conn.

TRIMO

THE WORD THAT STANDS FOR

Superior
Pipe Wrenches

AND

Monkey Wrenches

FOR

SHOP, HOME and FARM

Trimo Wrenches for sale everywhere; with Steel Frames that will not break; Nut Guards that prevent accidental turning of the nut in close quarters.

Order from your jobber or write

TRIMONT MFG. CO. Roxbury, Mass.

you place two strips of board together and apply heat to one of them, it will soon penetrate this strip, pass through the intervening air space, and thus to the second strip. But if you place some such material as cork or sea grass between them, you create a "dead air space" and have thus greatly reduced the heat penetration.

I think we're agreed that it is well to know these facts and thus be prepared to explain construction matters to such prospects as may seem interested in them. Others may be more interested in learning how the finish is sprayed on by machine to avoid any possible brush marks, and to secure a perfectly smooth and

balanced coat.

A moment ago we were showing Mrs. Brown how closely the doors of the refrigerator fitted and she convinced herself, too. This is one of the many little things which may be learned by store experimentation. It pays to know them. You will establish certain facts very definitely in your own mind, and it is often these personally ascertained facts which create enthusiasm in the dealer, and a sincere personal selling any piece of merchandise.

Along this line, here's something to try out some quiet afternoon: Select an average priced refrigerator from your stock and open all the doors until the interior has the same tested temperature as the outside air. Then place a cake of ice of maximum size for the ice compartment in this ice chest; put a thermometer in the food compartment and close all I believe you will find the doors. that in about two hours the interior temperature will be lowered to from 50 to 55 degrees, and you will further find that leaving the ice there until it is all melted will not lower the temperature to further marked degree.

If you can move this test refrigerator to an outside porch or rear store platform, you may surprise yourself in the lack of difference between this outside temperature melting point and your store interior melting point on a hot summer's day. If you learn these facts from real experience, you can assuredly

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Harry A. Diemer Sales Manager

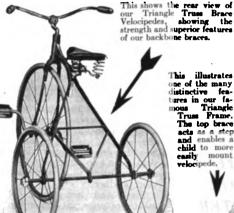
Triangle Truss Brace Velocipedes

The Ideal Line

Nothing has been left undone that might add to their strength, appearance or saleability. We make a complete line of Velocipodes, steel tire and rubber tire, Red Wing, Standard, Special, High Grade, Ball Bearing, Tubular and Pneumatic Tired.



The Ideal Line for Young America



illustrates This one of the many distinctive

> easily mount velocipede,





OUR SALESROOMS

New York-(Baker & Bennett Co., 873 Broadway (Louis Wolf & Co., 890 Broadway Chicago—A. B. Leith, 1319 Michigan Ave. Baltimore—Frank Wissig, 737 W Lombard St. San Prancisco—Pacific Sales Co., 718 Mission St.

Montreal-A. E. Bregent, 206 St. Catherines St. E.

Write to your Jobber for prices or to us direct







The Goods are Right The Package Attractive The Profit is Right

AJAX PLURAL SOCKET PLUG

leaves lamp in position intended. Admits use of ordinary W. P. Shade Holder. Every user needs at least three.

Packed in individual cartons. Ten in display carton.

Made only by
Ajax Electric Specialty Co.
St. Louis, Mo.
(Your jobber can supply you)

WILDER

ACCURATE
INCUBATOR
THERMOMETERS



STANDARD

since the first "hatcher" was made

THE WILDER - PIKE THERMOMETER CO.

TROY, N. Y., U. S. A.

"speak gently, but with the Big Stick of authority."

It is often possible to secure the services of a manufacturer's salesman for a public demonstration, A date can be arranged well in advance and can be prepared for accordingly, by newspaper copy and window trim. Many interesting and sales-producing features generally result from such a demonstration, for the manufacturer is naturally in a position to instruct representatives in than you can detail. possibly do for your own salesfolks. manufacturer's salesman is selling refrigerators only, whereas this is but one of your important lines of household articles.

We have touched on size, appear-

ance and ice preservation.

Food sanitation is really included in the question of construction and Any thinking ice preservation. understand housewife can chilled foods last much longer and can be served more temptingly in hot weather, when kept in a refrig-That's one of her main ideas in considering the purchase of any refrigerator. That leaves it up to you to show her why your refrigerator in its size, appearance and ice refrigeration is just the one she should install in her home. Sounds simple enough, doesn't it? And it isn't so difficult if you really apply yourself to a careful study of your product.

First and last-don't let the matter of price put a crimp in your sales talk. If you have ever seen one of those Take-Me-Home-For-\$10.98 refrigerators in its second or third year of service, with most of its mortised and fitted joints warped out of shape, with its sagging doors which won't fit tight any more, with rusted trimmings, with discolored and corroded lining, you're in a good way to convince your prospect that cheap refrigerators cost ever so much more in the long run. They may make good kindling wood in a couple of years, but this is a fairly expensive way to buy it, and the housewife can't very well start her kitchen range with the rusted

sheet lining, either.



A Larger Day's Receipts

WHEN YOU put the day's receipts into your safe, please pause and calculate how much of that money is for electric cleaner sales—and how much of the cleaner sales money is profit?

Dealers interested in steady sales and sure profits in a larger day's receipts and a dependable margin will want to investigate the ROYAL Merchandising

Plans.

They are conservative but effective—the sort of tried and true sales methods which bring in desirable business and enhance your prestige. And these plans will help you make money in selling other appliances besides ROYAL Cleaners. Free to responsible merchants.

THE P. A. GEIER COMPANY
5112 St. Clair Avenue Cleveland, Ohio

Manufacturers of



BOSS WATER Washers

Always sell readily and give satisfaction because they are built right to give dependable service.

If you are not selling this Popular Line you are overlooking an opportunity for profit that you cannot afford to pass up.

Get our prices on these Superior Machines from your jobber or direct from us and you will be astonished to find that they cost no more than the ordinary kind.

THE BOSS WASHING MACHINE CO. CINCINNATI, OHIO

Manufacturers of Washing Machines Exclusively Since 1889



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Makes His Sporting Goods An Extra Sales Department

(Continued from page 23)

Mecca for golfers in his town. He did this by turning over one corner of his place into a golf department where devotees of the game can demonstrate swings, swap golf stories and lie about their scores. This 'dealer has acquired a stock and a reputation.

In order to interest boys in baseball, a hardware man who was a good sport offered a prize cup to the champion team of his city. The local league was made up of a team from a factory, one from a school, three from Bible schools and one consisting of local salesmen. nouncements and results posted regularly in this dealer's The prize cup was diswindow. played toward the end of the season along with the uniforms selected by This stunt built up a the boys. great following among the young fellows.

Summer bicycle races started trade moving in the sporting goods department of one firm. A number of prizes were offered, all merchandise needed by the cyclist. Several hundred followers of the boys attended the races and considerable newspaper space was used to spread the news of the events. Many sales of bicycles resulted but the best part of the campaign was that the boys got the habit of coming to that store for their accessories.

Anglers like to patronize a certain store in a Western town because the man behind the counter knows fish and when the season is on he is posted to give reliable information as to which locations are best and what is the right kind of bait to use.

In general, any sporting goods department seems to do a good business, if it has a corner or room of its own—the kind of place where patrons can drop in and make themselves at home. They usually end up by finding something they need to buy.

"LEADER" Fibre Chair Seats for Quality and Appearance



FIVE REASONS WHY?

- 1. Will not break thru.
- 2. Each seat is baked in an oven.
- 3. Made of exceptional material
- 4. Special thickness.
- 5. Only grade we make, the BEST.

Write Today to Your Jobber or

WE LEED MFG. CO.
1666 Stephen St.,
Dept A. Brooklyn, N. Y.

Prompt Shipment on Auto Pliers

Here's an automobile accessory for which the demand is always steady and we are prepared to make prompt shipment.



They are forged from the finest quality of steel and are sold with a Cronk guarantee. The slip joint makes them adjustable for small or large size nuts, bolts, etc. And they are packed in individual three-color boxes which make an attractive display and catch the motorist's eye.

Order Cronk's Slip Joint Pliers and be assured of quick delivery. Order through your jobber.

The
Cronk & Carrier
Mfg. Co.
Elmira, N. Y.

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SURE-Hardware Dealers Can Sell Phonograph Needles



Pays 100% Clear Profit on the Cost

50 Needles to a Box—and they Retail at 10c Per Box, 60 Boxes to a Package, \$6.00. This Package costs you \$3.00 net—Your profit is \$3.00, and your customer gets a Needle that will give satisfaction.

The Fred Gretsch Mfg. Co.

58 Broadway, Brooklyn, N. Y.
Manufacturers of Eagle Brand Steel Strings



ROLLER SKATES ARE DIFFERENT

The four L-shaped truss members form a strong "back bone" which will not buckle even when extended to its full length.

The longer range of adjustment enables you to fit all skaters.

You are assured a satisfactory profit. They're not sold by catalog houses. If your jobber does not sell "BROWNIES" write us.

F. D. KEES MFG. CO. Dept. 60, Beatrice, Nebr.

Selling the Retailer Goods That He Needs

(Continued from page 35)

generations of flies. I never knowingly overcharged a customer. I never asked more than our selling price. My conscience does not prick me on the score of prices, but, oh, those assortments that I scattered!

There was another fact that I used to call to the attention of these merchants who had the idea that their main object in life was to buy goods cheaper than their competitors. This idea was that about 25 per cent. of the average retail stock consisted of goods on which the manufacturer fixed the price—there was only one price. Then there was another 25 per cent., which consisted of jobbers' special brands, where the jobber fixed the price—there was but one price.

There was also another 25 per cent. of goods, on which no man could tell whether the price was right or not—goods bought on trust.

For instance—who knows the real value of a medium or highpriced razor strop? In order to know the real value of this strop you would have to know whether the hide was cut over the back, the side or the belly of the cow. Leather from each locality has a different value, and you certainly cannot tell this leather when it is fixed up in a razor strop.

Or take brushes. How can you tell the exact value of a brush unless you count each bristle, and so know just how many bristles and how much tampico is in the brush?

So if the above statements are correct, we have 75 per cent. of a retailer's stock on which he can occasionally make an extra 5 per cent., but is the game worth the candle? Personally, I think not.

I have always preached and I still preach that the main thing in the retail business is salesmanship and the ability to sell goods. When your goods are bought in right assortments, then comes the question of moving the goods. Here is where the art of salesmanship enters in and in this art I include the arrangement of the store, show-

Guernseyware

THE ORIGINAL

A quick selling line of Vitrified Porcelain Casseroles, Teapots and Serving Dishes you cannot afford to be without.

Your customers are educated up to looking for this Trade Mark.



Write for complete illustrated Catalog.

We also manufacture a full line of Hotel Ware

THE GUERNSEYWARE CO. CAMBRIDGE, OHIO.

SAMSON CORDAGE WORKS

MANUFACTURERS OF BRAIDED CORDAGE AND COTTON TWINES



SASH CORD, CLOTHES LINES, SMALL LINES ETC. SEND FOR CATALOS MASS.

The Robertson
HORSESHOE MAGNET
HAMMERS

THE HAMMER HOLDS THE TACK

The Original Horseshoe Magnet Hammers. Tacks or small nails are held by the magnet end of hammer, ready for driving anywhere within reach.

The Best Magnet Hammer on the Market Silver Medal Panama-Pacific Exposition

ARTHUR R. ROBERTSON, Sole Mfr., Boeton, Mass.

Trade marks registered U. S. Pat. Office.

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FREE TRIAL

Our Service Is Guaranteed

IT exposes leaks, thus eliminating losses. It defines plainly those principles upon which our most successful merchants have built their business. It will cause your NET profits to increase.

Our weekly letter substitutes POSITIVE CERTAINTY FOR GUESS-WORK.

SWEETLAND SERVICE BUREA U

G. H. Pierce Building St. Louis, Mo.

Quick

Profits

On a small stock investment, and with little selling effort are yours if you display

SLIPON

HANDLE PROTECTORS

where housekeepers can see them. These handy handle savers protect coffee pot and percolator handles against scorching and burning. Endorsed by Good Housekeeping and Tribune institutes. Housekeepers buy them on sight.

Packed 3 dozen to the carton.

Order from your Jobber today

Young Specialty Co. 2223 Vliet St. Milwaukee, Wis.



window, show-case, and the smile on the face of the clerk.

If you will investigate the history of the most successful retail merchants that this country has produced, you will find that judgment in the purchase of their merchandise and not the obsession to buy something cheap, built their reputation and their fortune. A. T. Stewart, the first of the great merchant princes, grew from the smallest of storekeepers, with an original capital of less than \$1,000, to a volume of over \$20,000,000 a year on this principle—Stewart assortments were selected with the finest discrimination with the view to their selling, not their saving qualities.

Charles L. Tiffany, founder of the great world-famous jewelry house, started business September 18th, 1837—the year of the terrible national panic-with but \$500 In his first three days his capital. total receipts were but \$4.88. Tiffany had what other merchants refinement. have—taste. didn't judgment, and psychic sense. In buying his initial stock, he aimed for distinction of quality, and when his merchandise arrived, infused into its display the love of an artist. Folks who came into his store went away and told all their friends of the elegant line of merchandise he carried and the exquisite taste shown in its display. The day before Christmas—three months starting-he took in \$236, and the day before New Year's the receipts jumped for the day to \$675. From that day business soared higher and When the French Revoluhigher. tion of 1848 sent Louis Phillipe into exile, and his nobles into pawn, Tiffany hurried to Europe and bought all the diamonds of the hard-up aristocrats and a part of the French crown jewels, including a crown once worn by Marie An-Tiffany aimed hightoinette. quality-assortment-not sought price, always keeping in mind selling appeal.

Study the history of Marshall Field and you'll observe the same principle at work—with the same result. Stewart, Tiffany and Field, besides using judgment in what they bought met, their customers at the



Hardware Dealers

Your opportunity is here. If you are selling Garden Seed in bulk now, you will get more business by handling them THE LEONARD WAY, larger profits and better satisfied customers. Quality is not enough—LEONARD SERVICE goes with it. Our method is different. If you do NOT handle Bulk Seeds, by all means do so for your better business sake, as it attracts new trade to your store and every seed customer is a prospect for your other goods. We sell to merchants only, outside of Chicago. We refer all inquiries to our nearest LEONARD DEALER: no commission boxes, no retail mail orders—we sell in Bulk only and quality and service is our watchword.

Write us today

LEONARD SEED CO.
226-228-230 W. Kinzie Street. CHICAGO

WITT

The Cans with the distinctive yellow label. An enviable reputation, built upon quality, has been maintained by continued quality and national advertising.

The best cans for the best dealers. Your jobber can supply you.

The Witt Cornice Co.
Cincinnati



Garbage Pails
Ash Cans



front door with a smile and insisted on their employees doing likewise.

Do not forget that smile.

With a smile should go a pleasant, gentle voice. If I were running a retail store, I think the first thing I would do every morning would be to get my clerks together and say: "Gentlemen, now let us all smile. Let us see who can put on the best smile to start the day's work." you have a grouchy clerk in your store, if you can not cure him of the grouch, put him to work in the basement. Do not let him get in front, where he will come in contact with your customers.

The other day I dropped into a cigar store and as I was lighting my cigar, an old man came in mumbled something to the clerk. The clerk was very sharp and short in serving the old man. As he went out, the clerk turned to me and said: lot of dubs do come in here."

"Yes," I answered. "the only trouble with that old men is that he is deaf and you are not a keen enough observer to remark that fact. Of the two, my boy, I think

you showed up as the dub.

Let us not forget that some of the most famous personages of the world have been hard of hearing, including Beethoven, the world's greatest musician; Julius Caesar, the world's greatest soldier; Dr. Swift, the world's greatest satirist; and a host of others little less distinguished, among whom may be mentioned Coleridge, the poet; Harriet Martineau, the essayist; Sir Joshua Reynolds, one of the world's great painters; and our own Thomas Alva Edison.

Of the 100,000,000 inhabitants of the United States, an estimate was made some time ago that approximately 3,000,000 suffered in one degree or another from impairment of the hearing sense, including the wives of three of the richest men in America. Look out -be considerate to the hard of hearing—they can help or hurt you, depending upon whether you please or offend them.

Have you, as the proprietor of your store, ever told your clerks to look out for the deaf and those who

can hardly see?

Star Heel Plates "PIONEER BRAND"



Star Heel TPlates sell and sell They bring repeat orand sell. ders and always insure you a good profit.

Made in seven sizes, No. 9 to 6 Write for catalog

Star Heel Plate Co.

LOUIS SACKS, Inc. Newark, N. J. 357-391 Wilson Ave.,

Sell One and vou'ii Sell More



Palented July 29, 1911

The Home Safety Deposit Box is a quick moving item in any hardware

Everybody has valuable papers to protect from fire. This well built fire-proof portable steel box gives that protection at a fraction of the cost of

Honest merit makes it sell readily at where proper for the dealer, 35 % to $50\,\%$. Then it pushes itself, because satisfied purchasers talk about it to their friends. a fine profit for the dealer, 83 % to 50 %

Order a Sample. Get terms and prices.

Safety Deposit Box Co. 395-7 West Main St., Battle Creek, Mich.



The Premax line of Hame Chains is backed by twenty years of constant effort to make Premax Products and Premax Service all that you and your trade can demand.

It will pay you to see that your stock includes the Premax Line of Harness Hardware.

Order through your jobber "20 Successful Years Old"

Niagara Metal Stamping Corporation

Division G Nlagara Falls, N. Y.

Builders *and*Furniture Hardware

GLASS KNOBS **GLASS PUSH PLATES

TRU-LITE MFG. Co. Bradford, Penna.



GENUINE

HUNTER'S SIFTER

The Standard of the World Since 1880 LTHE FRED J. MEYERS MFG. CO. Hamilton, Ohio

People who are almost blind and who are deaf are very sensitive in regard to their affliction. Usually you can tell a deaf person because, strange to say, a deaf person speaks in a very low voice. You can generally notice those who have very poor eyesight because they hesitate in walking. A retail clerk who will study these things, who will speak loud and clearly to the deaf, and who will take pains to explain things verbally to the almost blind, is a pearl without price. I wonder how often in your store you have had vour clerks assemble and discuss the handling of different kinds of customers?

Not long ago I went into a retail store and called for a certain collar. The clerk looked at me and said, "We don't keep 'em;" and then he said nothing more. I asked him why he did not try to sell me something else.

"Well," said he, "the reason I didn't try was because you look like one of those guys that wouldn't take anything except what he called for." I told him that he might be right, but on this occasion I had to have a clean collar at once, and if I were sufficiently urged I might buy some other kind.

Early in these articles I made a simple suggestion in regard to salesmanship that has brought forth more letters than anything else I have written, but this suggestion was so simple that it has struck me as being remarkable that so many persons noticed it and have taken the trouble to write me on the subject. For this reason I am going to repeat this suggestion for fear some may have missed it in the earlier The suggestion is that the basis of all good salesmanship is to be pleasant and agreeable, and the best way to go into training to become a star salesman is to start at home by being pleasant and agreeable in your own family. said that the aspiring young sales-man should try at the evening dinner to entertain the family. He should tell about the amusing things that have occurred to him during the day; but, better still, he should try to be amusing to his family at breakfast.

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OUR picks are typical of the high quality of all our tools. Best open hearth steel, hammer forged, correctly tempered, black with polished points.

Write for new, complete catalogue

THE WARREN TOOL & FORGE CO. 264 GRISWOLD ST., WARREN, O.

Here's the sentiment of Herrick dealers, who have sold the line and know what Herrick Dealers' Service means.

"As long as I sell refrigerators, I want to sell the Herrick."

"We are very much pleased with the Herrick Refrigerator. Have sold all we bought this season. We will do a big business in this line and want to place orders with you as soon as your salesman calls."

"It certainly makes us feel good to deal with people like you, who are always ready and willing to look forward to the welfare of their customers."



If you will write us, we can tell you whether or not it is possible for you to secure Herrick service in your city.

Ask for catalog H-30

HERRICK REFRIGERATOR @ C. S. CO. Waterloo, Iowa



YERDON **CAST BRASS** HOSE BANDS

Forget past days when you felt glum. Just buckle in and make things hum, The past is gone. The future holds Abundant good for him who's bold.

Order through your jobber

WILLIAM YERDON No. 4 Center St. Fort Plain, N. Y.

Silver Lake Sash Cord

Sold by Net Weight, Guaranteed Full Lengths

Established 1869

Silver Lake Co.

Newtonville, Mass.



THE "ONLY TATES"

We manufacture the following:

Picture Wire, Spool Wire, of all kinds Wire Assortments

Braided Clothesline
Twisted Clothesline
Dry or Yacht Mops
Floor Mops, Dust Absorptive Mops
Dust Absorptive Dust Cloths
Dish and Sanitary Mops Dish and Sanitary Mops or Brushes, Triangular Mops Furniture Polish Floor Brushes,

E. H. Tate Mop & Cordage Co. Boston, Mass.

Do you know that one of the things the world is suffering from just now is the lack of a sense of humor? Do you know we do not laugh as much as we used to laugh? I think the reason is because we have lost the art of entertaining each other. We are in too much of a hurry to tell stories. The storyteller is voted a bore.

The real reason that the large cities are losing their sense of humor and are afflicted Bolsheviki ideas that never could exist in the same atmosphere with a germ of humor is because we buy our fun ready-made. we feel like laughing, we go to the theatre. We pay our \$3.00 and our war tax and a paid comedian tries to make us laugh. Occasionally he is successful. Then we go home and forget all about it, and we do not have another laugh until we go to another play or to the movies.

Isn't there a good deal of truth in this? If you do not agree with me, just try to tell an amusing story to a board of directors in a large bank. It won't go. They buy their humor just as they buy their stocks and bonds. Most of them have lost the personal sense of humor, and this has gone all down through their establishments. As a result we have

How can a man be a revolutionist if he enjoys a funny story? It is

simply inconceivable.

Now, what has this got to do with salesmanship? Only thissuppose all the traveling salesmen and all the retail clerks in the country would decide to be cheerful and smiling under any and all circumstances. It might stop the spread of unrest. Who knows?

Pursued by the Girl's Father

"I suppose you marry a lot of eloping couples, squire. Ouite a source of income, eh?"

"Yes; I git five dollars for marryin' each couple an' they come in such darned haste I allus fine 'em ten dollars more for speedin'."-Boston Transcript.



One of the Security line of electric irons. Made as fine as an iron can be made and yet it sells at a moderate price. Other irons to sell as low as \$5.00. Send for complete information.

> A new combination toaster and grill shown below. Can be taken apart to clean. Legs removable so that it can be packed for traveling. Toasts or broils without additional attachments. You can sell it for \$5.50 at a nice, clean profit.

HIGHEST **ELECTRICAL APPLIANCES** GRADE

That you can feature as leaders

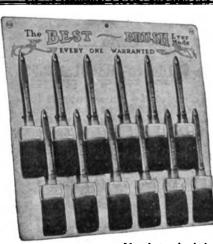
CTIMULATE your business—bring in new cales and new profits—by featuring the Security line of highest grade electical frome, stoves and grills. You can play them up as leaders at low prices and still make a handsome profit. And each one carries an iron-clad guarantee to give the user utmost satisfaction. The Security line is high grade in every way—made of finest materials and finished in keeping with its quality. Feature these appliances and you can seek to

quality. pliances and you can make sales to the woman who has hesitated about buying she thinks they are "high-priced." An extra sale, at an extra profit—and you make a new customer. Ask your jobber or write

direct.



THE SECURITY ELECTRIC MANUFACTURING COMPANY 1465 West Ohio Street Chicago, Ill.



The **Quality** Satisfies the Best Mechanic

The Price is Pleasing to the Novice

Manufactured only by

THE WOOSTER BRUSH COMPANY Wooster, Ohio

Since 1851—One Family—One Idea—Better Brushes

Revolutionizing the Fertilizing of Home Lawns and Gardens

By the use of the

FERTALL GUN and Ball Fertilizer



Up-to-the-hour dealers will not fail to feature the FERTALL GUN and FERTALL BALL FERTILIZER with which lawns and gardens can be scientifically and effectively fertilized while using the garden hose in the ordinary manner.

We urge Hardware Dealers, Seed Stores and General Stores to add the FERTALL GUN and BALLS to their stocks immediately. They will find the GUNS universal sellers and BALLS continuous sellers throughout the summer season.

Prices to the Trade

FERTALL GUNS-\$20 dozen-Retail at \$2.50

FERTALL BALLS in charges of 6 Balls—enough for one application of FERTILIZER to the average home lawn, 20x40 feet. Can of 8 charges to dealers, 65c. Retail at \$1.00.

Sample Gun at the dozen price

FERTALL TABLETS For Potted Plants

dissolved in water—one tablet to one quart make an odorless, stainless Fertilizer of wonderful quality, making plants grow and bloom freely.

Box of 12 Fertall Tablets retails at 10c. To the trade, 70c dozen

FERTALL CO., 9 Campbell St., Newark, N.J.

PUBLIC LIBRA GOOd ASTOR, LENOX FOLINDATIONS Hardware LOCA YEAR



At Last! A way to reach every hardware dealer in the U.S. In this Issue

VIVI



SEMPLE RUBBER CO., TRENTON, N.J.

Hardware Manufacturers

How can you hope to secure 100% distribution and 100% dealer co-operation—if you do not keep in constant touch with 100% of the dealers in hardware?

Through Good Hardware only can you do this

Good Hardware reaches *every* retail hardware dealer and every hardware jobber in the U. S. every month.

It reaches the city merchants and the country merchants the big fellows and the little ones—all the dealers in hardware in the whole country.

And the cost is lower per page per thousand than any other medium.



GOOD HARDWARE

Published monthly by the Trade Division of The Butterick Publishing Company Butterick Building, New York



GOOD HARDWARE reaches every hardware dealer; every hardware jobber; every general store selling hardware; every hardware; every hardware department, every housefurnishings department and every toy department of every department store in the country. Printer's Ink size—attractive, interesting and helpful—slipped in the pocket and taken home and read.

At Last!

A way to reach the entire Hardware trade with one publication at low cost

There is only one way to make certain that your advertising will reach every possible prospect in the country. That is by consistent use of advertising space in GOOD HARDWARE which has a net circulation to retailers and jobbers in excess of 47,500 as compared with 17,500, the next largest circulation in the hardware field.

Printer's Ink size—Slips in the pocket—Retailers take it home to read—A business publication that is really a national magazine—Staff of 500 traveling salesmen have checked up reader interest—Circulation to entire trade insured by syndicate of hardware jobbers. Rate per page per thousand stores one-half to one-sixth that of any other publication in the field.

State

New England

Hardware

Comparative Circulation of Seven Hardware Papers by States

Compiled from Reports Made by the Various Publications as of January, 1921 No. 3

No. 4

No. 5

No. 6

No. 1 No. 2

Colorado Utah Nevada Wyoming Montana Idaho Nebraska Kansas TOTAL Rate per page per	102 102 643 587 237 269 97 73 394 272 485 327 9898	253 276 170 72 175 74 65 97 121 129 519 475	495 111 432 285 345 41 23 101 232 157 221 422	211 157 110 146 22 19 43 132 89 34 492	170 223 147 153 37 24 48 195 306 387	250 61 260 209 15 691	811 864 344 1391 826 51 277 577 922 1126 1066
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Write or wire for complete information regarding GOOD HARDWARE, including key to statement given above, advertising rates, etc.

GOOD HARDWARE

Published Monthly by the Trade Division of The Butterick Publishing Company, Butterick Building, N.Y.

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GOOD HARDWARE

A monthly magazine for the Hardware Merchant who believes the interchange of ideas is good for the soul and the pocketbook

Edited by BEN GREELY

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W. C. McMillan, Eastern Manager Edmund Carrington, Western Manager 709—6th Ave., New York Mallers Building, Chicago

J. A. TOWNSEND, Pacific Coast Manager Hobart Building, San Francisco

Sensational New Plan for Selling Conservo

IT was tested last year in hundreds of towns. Thousands of Conservos were sold. This year countless other dealers will adopt it.

According to the plan, we put on an extremely effective advertising campaign—right in your town. You simply send us a mailing list of possible customers. We do the rest.

The broadside, letters, and other literature which we mail your customers do more than create interest. They close a big volume of sales. Your firm name is featured in all this advertising, so these sales come direct to you.

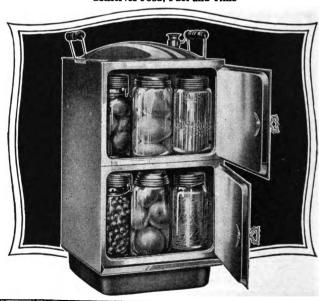
Conservo saves fuel, food, time and labor; cooks entire meal over one burner; fine for cold-pack canning. More than a million Conservos are in daily use.

Big Free Brochure gives full details. Write for this big profitproducing plan today.

The Toledo Cooker Co. Toledo, Ohio

CONSERVO

For Cooking and Canning Conserves Food, Fuel and Time





Marked Pure Manila Rope

—and illustrates the confidence that you can place in Columbian, the rope with the red, white and blue Tape-Marker guarantee in every foot. Whether those men work six or sixteen stories up it's all the same to them when they know that every foot of the rope contains this marker."

Mr. Dealer—Columbian has a special appeal to men on such hazardous jobs as the one

illustrated. The knowledge that you sell the rope with the red, white and blue Tape-Marker guarantee of strength and durability, will draw them to your store for all their cordage requirements. Are you prepared to supply the demand for Columbian? If so, let us send you a large poster card to place in your store window featuring the Tape-Marker.

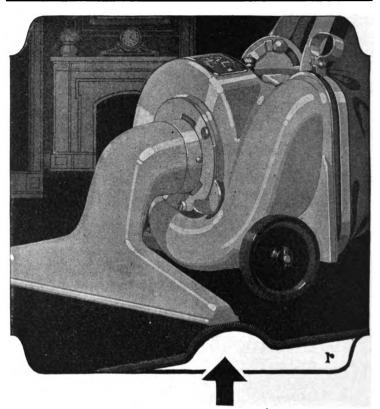
Columbian Rope Company

432-80 GENESEE ST.

Auburn, N. Y. The Cordage City

Branches: New York Chicago Boston Baltimore Houston

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Cleans by Air—Alone

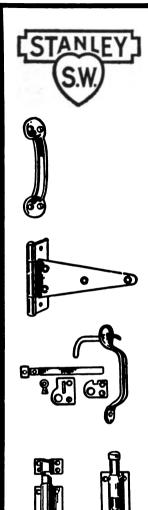
147 cubic feet of air traveling at a speed of 9750 feet per minute, suck all the surface litter and all the embedded dirt, out of the rug or carpet and into the Royal dust bag. For mud which has dried upon the carpet, or for lint which has become entangled in the nap, a soft brush is provided; it is used only on rare occasions, so there is no continuous friction or grinding.

Women who still inquire for motorized carpet sweepers should be taught that such machines, excellent enough in their day, have been superceded by the more modern, efficient and thorough air-alone type, of which Royal is the finest example.

THE P. A. GEIER CO., 5113 St. Clair Ave., Cleveland, Ohio

Manufacturers of





SETANLEY GARAGE HARDWARE Set No. 1776

A POPULAR set for light and medium weight doors. Each item is separately wrapped with screws of proper size; all are packed in a Stanley telescope box. Convenient to handle; easy to sell.

No. 1257 No. 4 Wrought Steel Handle or Pull, for the inside of the door. Length 876 inches; width at ends, 215 inches. Screws included.

No. 963—10° Extra Heavy Reversed Pad T Hinges. Three to a door. The reversed pad can be applied to the door casing. Width of strap at joint, 8 1/4 inches. Length of joint, 7 inches. Screws included.

No. 1260 No. 4 Wrought Steel Thumb Latch with padlock attachment. Length of handle, 876 inches; Width at ends, 276 inches. Screws included.

No. 1055—6" Wrought Steel Chain Bolt. Width of plate 2 inches. Width of bolt, 3/4 inches. Length of chain, 24 inches. Screwa included.

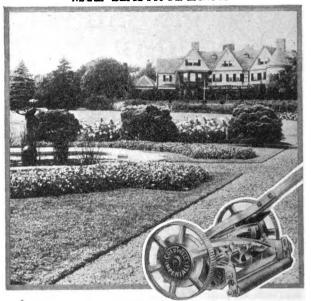
No. 1056—6" Wrought Steel Foot Bolt. Width of plate, 2 inches. Size of Floor Plate, 236 x 136". Bolt has 11/4" throw. Packed with screws.

Send for folders 11F illustrating these sets



COLDWELL LAWN MOWERS

"MAKE BEAUTIFUL LAWNS"



A well Kept Lawn is its owner's pride

Lawn mowers, and their use, is paramount in the minds of those who take pleasure in beautifying their homes.

At this time, such people are particularly good prospects for COLDWELL LAWN MOWERS—they are in a receptive mood, created by the necessity of having a good mower with which to keep their lawns ship-shape.

They are attentive and interested listeners to the many "reasons-why" of Coldwell—points of superiority that extend throughout the entire line, from yard-size to estate-size. They share, with you, the confidence of our guarantee. Why not profit by this demand?

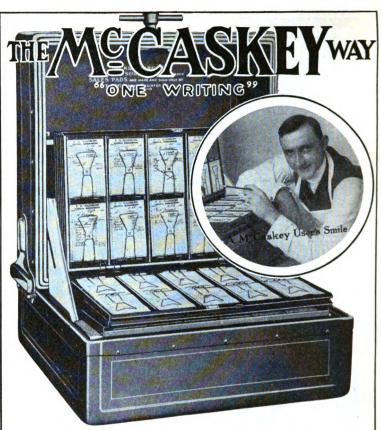
A proper window display, and carefu'ly worded salesmanship, either in letter or personal form, will bring in profitable business.

These window displays, electros and copy, catalog, and any other he'p that we can give, are at your disposal.

COLDWELL LAWN MOWER CO. NEWBURGH, N.Y., U.S.A.







MCCASKEY "ONE WRITING"

THE McCASKEY USER SMILES

THEN the merchant stops smiling there is something wrong somewhere, probably with his business management. Last winter, when times were depressing, many faces unwittingly held a frown.

Yet the McCasky user smiles. His business detail is at his finger tips. With a single writing his clerks make a complete record of

every transaction. There is no need for fur-ther posting. His customers know at all times what they owe, for they receive with every purchase a statement in full of their account. If he uses a Safe Register, realizing that credit accounts are stock plus profit and worthy of protection, he has no fear of fire or flood.

A special system of accounts is available for any line of business. Write for a story of McCaskey success in action, a representative and further details. A card to Alliance can plant the seed of a smile where a frown has grown before.

McCASKEY REGISTER CO., Alliance, Ohio

GOOD HARDWARE

A National Magazine Published Monthly for the Hardware Trade

Edited by BEN GREELY

Vol. 2

JUNE, 1921

No. 9

Let's Chase the Slump Bogy Out of This Summer's Business

We can make a cool profit even in hot weather if we isolate the slump germ and step on it hard enough.

By Ben Yreely

MOST progressive hardware merchants would be quite willing to write out a check well up into three figures to the man who could show them how to make the sales of every day in the year equal the high water mark of the very best day's sales.

The man who could do this would be a merchandising wizard. All paths would lead to his place of business. But, alas! he simply doesn't exist.

Some days bring ever so much better sales results than others. You can account for some of them—a special sales impetus in the way of unusual prices; a demonstration, or something of the kind to attract the crowds.

Again—it's the Weather Man. His frown just seems to put a crimp in all of us. The hot summer months are on their way again, and with them, the attendant slump in summer business.

Oh, we all recognize the ear marks all right—the sultry deadness of the atmosphere—no pep in the sales force, and a thunder storm in the afternoon to chase away any customers who would brave the

summer's heat by leaving the cool of their homes.

But, it's only June now—SO CHEER UP! This is the month of brides, and of roses, and of college graduates who go forth to conquer new worlds. Perhaps we can dig some intrenchments against this Business Bogy of Summer.

Now then—what are folks going to buy during the hot months? Your friend, the druggist across

the street, and the corner candy store seem to have a monopoly on passing out inviting looking sodas and refreshing drinks.

You can't draw an orangeade from a nail keg. But these white-coated dispensers of cool inner refreshment can't put an electric fan in the living room, or a screen door at the front entrance. They can't couple a length of garden hose to the sill cock alongside the house, to help chase away the dust from Mr. Householder's lawn and side-walk and to make his shrubs and flower beds grow more abundantly.

This same Mr. John B. House-holder is the fellow who will be coming to your store for a lawn mower and a rake, and bless him for the considerate chap he is—one of these days he's going to bring his wife to look over that oil cook stove outfit you have set up, ready for demonstration, just inside your front door.

And speaking of oil cook stoves, I think we have that Old Bogy Man on the run, now. Let's stop a moment and compare this item with some others of summer merchandise.

Suppose you sell a hoe for seventy-five cents; a good garden rake brings in a dollar; a twenty-five foot length of garden hose rings up four dollars; a lawn mower, ten or fifteen dollars.

These are the .22 calibre shots from behind our intrenchments, and they make Old Bogy Man sit up and take notice. But that .45 calibre bullseye which puts a great big hole into O. B. M. is the sale of an oil cook stove outfit of stove, cabinet and oven. Isn't it worthwhile to knock out that bullseye in your town, by giving special attention to furthering your sales of such items as oil cook stoves? Refrigerators are big calibre shots, too.

The idea is simply this: Here we are in June. Summer is here,

but it's only just getting under way, and the hardware merchant who gets under way at the same time is going to be the one who will put the skids under that summer business slump which we dread so much every year.



"FISHING tackle business is always good," a big manufacturer of rods told us recently. His explanation was interesting—and sound. When things are a bit dull, he maintained, people have the time to go fishing, and also the inclination. And, in addition, the fish that they get cut down the butcher bill which is a considerable item to a great many folks who aren't wallowing in prosperity. There is a real thought in this for the hardware merchant.

N another page in this issue a new picture title contest is announced. The prizes are bigger than in the last contest and there are more of them. And we hope that there will be an even greater response from the readers of GOOD HARDWARE. Every every merchant, every salesman ought to send in a title to this picture. And then let the women folks and the children take a crack at it. Don't wait until the last day, send in your contribution now.

THE late E. C. Simmons never more strikingly displayed his keen knowledge of merchandising than when he said, "There are many retail hardware merchants in the United States who are short on commercial courage," according to LeRoy Smith, of the California Retail Hardware and Implement Association.

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Why it is that an honest merchandiser, conducting a legitimate business at fair and reasonable profit, should be afraid to apply business methods to his collection system is almost beyond comprehension.

He may be a capable, far-sighted buyer with a practical, aggressive sales policy, but he seems possessed with the idea that it is almost an insult to ask for the cash equivalent of goods when due. You don't fear your customer when you sell him merchandise; why fear when the time for payment arrives? An analysis of this inconsistent policy of apprehension reveals its absolute fallacy.

To begin with, the man who buys merchandise evidently expects to pay for it. The allowance of a certain period of credit is merely a courtesy and an accommodation on the part of the merchant. It is obvious therefore that it is perfectly ethical for the merchant to ask for payment at the expiration of the credit limit.

But the average retailer says, "If I ask for my money the customer will be offended and will cease trading at my store."

Will he?

We doubt it. However, if he does, then he belongs to that class of customer whose trade is not profitable, and therefore not to be desired. It is better that his name should be on your competitor's books while your good merchandise remains on your own shelves. No trade is a good trade unless both parties prosper.





WHEN Uncle Sam slapped a tax of ten per cent on sporting goods he figured that the revenue thus derived would come from professional sportsmen.

Seventy per cent of the sporting and athletic goods are bought by the youngsters—the boys and girls under eighteen. They have been the real sufferers by this tax, which has done much to discourage play.

Sales in sporting goods dropped off considerably in 1920, and unless the tax is repealed, this year will also be a bad one for this class of merchandise. And every fair-minded person will agree that the tax ought to be repealed because no one wants to put a premium on healthy outdoor exercise and play.

Hon. J. W. Fordney, chairman of the Congressional Ways and Means Committee, writing to Hugh Fullerton, the sporting editor, says:

"Your letter in behalf of the 'kid athletes' touches a warm spot in my heart.

"It certainly is not the wish of the government to tax 'kid athletes' off the ball lots. I agree with you that base-balls, gloves and other equipage so essential to children in their games, are not luxuries, but especially in the minds of the younger generation, are necessities to the enjoyment of 'life, liberty and the pursuit of happiness.'

"I want you to be assured in behalf of the children whose cause you so well represent that my heartfelt interest will be manifest when the Committee on Ways and Means reaches the tax sections pertaining to revenue from 'kids' necessities in athletics."



Grew to be a Big Cutlery Business

The remarkable rise of C. "Sharp" Stevens who, by his unique advertising, personality and method of doing business, has made his name mean cuttery in Cleveland

By Robert I. Snajdr

C. "SHARP" STEVENS of Cleveland, Ohio, who owns the only exclusive cutlery shop in that metropolis, will tell you that there is a whole lot in a name. Witness his own, for instance, and ponder on the play of it, when compared to the business he is in. The "C.," incidentally, stands for "Clinton" but probably only Mrs. Stevens uses it.

C. "Sharp" Stevens has been holding that name before the public's eyes ever since a certain braw, October day in 1907, when he burned his bridges behind him, married the present Mrs. Stevens, borrowed the \$200 she had, exchanged it for a clearing house certificate (those were the days of the panic) and began operating the cutlery shop which is known now from one end of the country to the other. Mrs. Stevens is authority for the statement that she never regretted lending him that \$200.

The day after he opened his shop he walked into a morning newspaper office and declared that he wanted to insert an advertisement. "Righto!" replied the clerk briskly, and began to talk in terms of quarter and half pages.

Mr. Stevens shook his head. "Can't afford it—yet," he responded. "I've got something here I thought I might do; and I'll give you one like it every day in the year."

He fingered around in his vest pocket and drew out a little slip of paper on which were the words: "Cee 'Sharp' Stevens in the Busy Wee Grind Shop."

The clerk gazed at it in bewilderment, and then looked up to see if he were talking to someone suffering from temporary aberration of the mind or if it were a man who was really sane.

"Why — why," he stammered. "We've never taken ads as small as this. This will only make a half-inch insertion. One inch is the smallest we take."

"Well," said Mr. Stevens positively, "this is all I can afford now, and, as I say, you can have it every morning in the year; and once in a while I'll make a splurge in my advertising, and go higher."

The clerk cogitated. Then he talked it over with another clerk. Finally they disappeared into the manager's office—to emerge later with the announcement that it would be all right.

That was fourteen years ago, and every day since then there has been a half-inch "Sharp" Stevens ad on the back page of that newspaper. Just a sentence it is, frequently only a phrase, in black-face type, in which is epitomized the name of the owner of the cutlery store and the work he does.

"Any dull tools in the house? C. 'Sharp' Stevens." "'Sharp' Stevens knows very little about anything else except cutlery." "Guess that Easter edge of 'Sharp' Stevens goes fine today." "Two things 'Sharp' Stevens is off: Drying dishes and smearing jelly with a Stevens edge." These are some of his ads.

"That's all I need," says he.

"They tell the story to the public. I pick them up everywhere, on the street, off some other fellow's ad, in books, on records, or from songs. People give me a hunch when I talk to them. Others bring 'em in. And there you are."

"How did you get into the cutlery game?" he was asked.

"Just pure accident," he replied. "When I was a kid I wanted some money to buy a baseball glove and a bat, and so I went down to a dump in my town—up in York state—and began digging around for some copper and zinc and rags to sell to a junk dealer. Along comes a man, and says: 'Want a job, son?' 'Sure,' I said. He was boss of a sort of combination cutlery and hardware store, and I did some odd jobs for him which netted me three dollars.

"That's how I got started. I liked being among hardware and cutlery, though I made up my mind



C. "Sharp" Stevens has given the city of Cleveland one of the most attractive cutlery stores in the country. Note the slates in the window. On them are written Mr. Stevens' clever cutlery epigrams

that if I ever had a shop of my own I would locate it on the street level and keep it well lighted. I couldn't understand why shop keepers, especially hardware or cutlery men in my day, should want to put their business up a couple of flights of dark steps and in the rear, with only a window or two in the place. And you can see what I've done about that."

job. Finally, I landed in Cleveland. At first, I did just grinding, and then the idea struck me to sell cutlery and nothing but cutlery, doing grinding on the side. The fact that the idea should strike me at a time when a panic was sweeping over the country meant nothing in my young life. I felt sure I could make a go of it even if I didn't have any money. And here I am."



This store has become known for its witty business sayings. In the store, as in the window, they appear on slates which are seen above the show-cases

Mr. Stevens swung his arm to illustrate. His shop is immediately off the street, on a level with the sidewalk, and the instant you step inside his door you are surrounded with knives, shears, scissors, razors and all the other appurtenances of the cutlery trade. It's all there, in front of you. All you have to do is to pick it out.

He continued: "I knocked around the country a good bit after I had earned those first three dollars; and, naturally, whenever I hit some town I went to the hardware stores for a Mr. Stevens' faith in his business is the foundation stone of his success. He radiates faith in the cutlery game; and when one gets through talking to him he feels that he overlooked a bet in not starting a cutlery shop also.

"Why shouldn't I be optimistic?" he declares. "I know cutlery. I studied it for years. I know what goes into the steel, and how it is made. I can make a knife or a razor or a pair of shears as well as any man in the country—or any ma-

(Continued on page 49)

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When a Feller Needs a Friend By Briggs



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(See Editorial pages)

Make Automobile Accessories Your Trump Card This Summer

Among progressive hardware merchants the question is no longer "Shall we sell them?"—it's "HOW shall we sell them?"

By C. H. Claudy

BY looking at the automobile accessory department from the point of view of the motorist, every hardware merchant can succeed in making a good profit out of this end of his business. The hardware man who fails, looks at automobile accessories as so much hardware—and let's it go at that. Auto-

mobile accessories are a special kind of hardware. Thev are special tools. adapted to special needs, but they are also luxuries, aids to comfort, pleasure, joy of motoring. No one ever looked on a Yale lock, a box of screws or a pair of hinges as pleasure equipment.

It is elementary to say that a good interior display will largely assist sales. Don't put the accessory counter in the back of the store

in a poor light. Get it to the front of the salesroom. You are known first as a dealer in hardware. Many of your customers know nothing of your automobile stock. If you have it hidden they never will know. If you have it where they have to walk around it, or past it, they'll find it out. As a great many of your customers are customers of some one who sells automobile accessories, they are potential customers of this important department of your business.

It is also elementary to say, "Display your accessories attractively." The motorist is always and forever on the lookout for something new. He knows that inventive brains are trying out new accessories all the time. If there is a new clock, mirror, carburetor, jack, anti-skid device, rear signal, tire holder, lock, parking

light, spark plug, repair kit, emergency tool, in the week's shipment, don't put one in the case and the rest in the stock room—get a flock of them out and build them into a wall or a design or a pile or something. Have them where they can be seen and seen in quantity.

Have display accessories, which cannot be injured by handling, where they can be handled. A customer won't ask to be allowed to look

at something unless he is very much interested in it. But if he can pick it up and look it over while waiting for change or to be waited upon, he may develop an interest. A horn which cannot be made to make a noise because it is under glass, will never be sold by its piercing note to the man whose own horn is inefficient. Jacks designed for the operator's convenience don't make an appeal when resting on a high shelf. Have one on the counter and one on the floor where the curious can play

Every automobile owner in your city is a live, active prospect right now for the sale of accessories. His car is out of dead storage and he's wide open to new things for the coming season. Mr. Claudy gives here a few good suggestions on how the hardware merchant can reap a big profit out of the summer automobile accessory business.

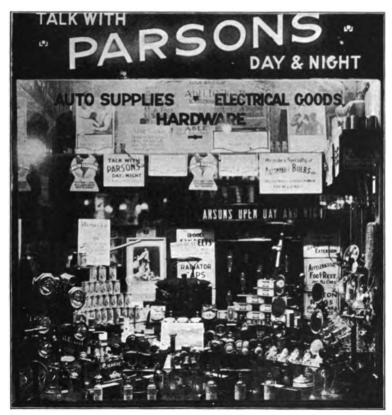
with them. Don't depend on a sign reading "summer lap robes"—have the lap robes themselves on a table where they can be seen, felt, lifted —and have the price on them.

Never overlook the chance of informing the general public how it can save money. If you stock some copper funnels and quart oil measures and want to sell them fast, emphasize the fact that it's an economy to own an oil-filling outfit. A sign reading "Oil retails at 25 cents a quart. Buy in five gallon cans, fill your motor yourself, and save \$1.25 on every can," will domore to sell measures, funnels and

fillers than all the "reduced from \$1.00 to 69 cents" signs you can have painted.

There are many accessories which have to be put on the car with tools by some one who understands how. Parking lights, rear signals, water carburetors, rear sight mirrors, wind-shield cleaners, buffers and tires, all have to be put on. A good trade can be worked up in their sale alone, but a very much larger trade if one employs a mechanic who can apply the device.

This applies to all accessories which must be installed, but especially does it apply to tires. The



The most effective auto accessory window is one crowded with a variety of items.

Accessories are things that every auto owner will want to buy if he sees them

He can't ask for things he doesn't know about

hardware merchant who handles a standard make of tire and relieves his customers of the unpleasant job of putting them on, adds a service feature that is bound to increase sales. If you have a good tire, you will sell double, treble, quadruple the number by having a service man who will put them on. If you haven't a good tire, you must have service or you won't sell any.

language. If he can be interested in a radiator cap thermometer it must be by some one who knows how and why it is going to be of benefit to the user. Your automobile accessory salesman must not only know his goods but must know automobiles if he is to make a real success of selling the one to the owners of the other.

When you make a window dis-



This merchant believes in playing up his accessories in an atmosphere of beauty

Watch the weather and the day of the week, and make a morning display backed up by newspaper advertising which fits. During the summer, Saturday and Monday are the days to sell tires and tubes. Sunday is picnic and long trip day to many, when old tires blow out and new ones get punctured. The day after a hard rain is the day to make a special drive on wind-shield cleaners, and anti-skid tires and If there is an accident reported in the papers in which glaring lights have figured, show and push anti-glare devices the next day.

Have some one in the automobile department who knows the game. Your average motorist wants to talk with some one who speaks the

play, make a real display. hardware window, properly dressed. is to most men more interesting than any other on Main Street. Most men love tools, razors, guns, knives, springs, wheels and things because hardware is so inclusive a term, the general public has come to associate a hardware display window with a vast multitude of different objects. Capitalize this expectation. Don't put twenty cans of grease and six tires in a window and think you are advertising automobile accessories. Don't put any accessories in the window in such a way that they simply serve to fill up the bare space. Either follow your usual window dressing custom, and put a little of every-

(Continued on page 54)

Wayne Hardware Co. Puts Artificial Bait up Front

THE Wayne Hardware Company, Fort Wayne, Indiana, found difficulty in getting a good display for its artificial fishing bait. The bait comes in packages, and under the plan pursued at the store for a long time, it was sold by reference to catalogues.

It was found, however, that customers wanted to see the bait itself so it was necessary for the salespeople to find the packages containing the kind of bait desired by the customers and to then break the packages open and show the contents. This made a lot of broken packages which were hard to sell.

After considering the matter for some time and realizing that the best way to sell artificial bait is by giving it a good display, the store evolved the plan of constructing several trays with individual com-

partments in which the various kinds of bait could be shown. These compartments were tipped up in the rear in order to give the best possible display to the bait. The exact arrangement of the trays will be seen in the accompanying illustration which shows the trays on top of one of the store's counters. The trays are kept constantly filled with samples of bait and this plan has speeded up sales considerably.

Impossible Prescription

A negro who had an injured head entered a doctor's office.

"Hello, Sam. Got cut again, I

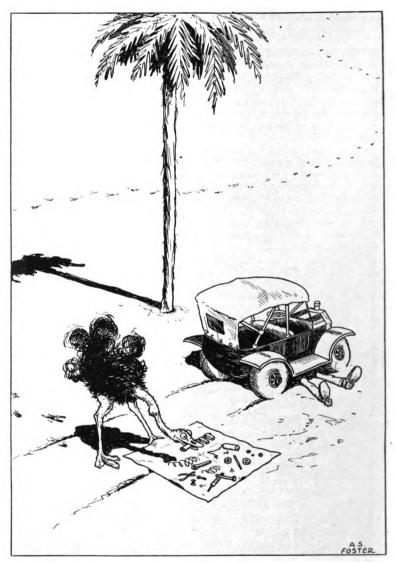
"Yas, sah, I done got carved up with a razor, Doc."

"Why don't you keep out of bad company?" said the physician, after he had dressed the wound.

"Deed, I'd like to, Doc, but I ain't got 'nuff money to git a divorce."



Artificial bait is displayed right up front during the summer months, in specially built compartments which are filled at all times



\$100 in Prizes for the Best Titles
To This Picture
Send Your Answer in Today

\$100 in Prizes for the Best Titles to the Picture Opposite

Another of GOOD HARDWARE'S popular contests starts in this issue. Closes August 20. Nineteen Prizes to be awarded. A chance for every hardware merchant, jobber, salesman, clerk and for members of their families ----

THE CONDITIONS

- 1. There will be 19 prizes in all. The first prize will be \$50 in cash; the second, \$20; the third, \$10; the fourth, \$5; and 15 other prizes of \$1.00 each. These prizes will be awarded to the men, women or children sending in the most clever and appropriate titles to the picture which appears on the page facing this one.
- The contest is open to all Hardware Merchants, Jobbers, Salesmen, Clerks and to members of their immediate families.
- Answers should contain the title, the name of the contestant and the hardware firm with which he or she is connected. Also, the firm's address.
- 4. No title may contain more than 12 words. Contributions longer than this cannot be considered. Each title submitted must be on a separate sheet of paper.
- 5. Titles may be in prose or rhyme. They may be original or quoted from the Scriptures or from any author.
- 6. The picture will be reprinted in the July and August issues to give every reader ample opportunity to compete. The contest closes at midnight of August 20, 1921 (Eastern Time).
- 7. The judges will consist of the editors of GOOD HARD-WARE, ADVENTURE and THE DESIGNER.
- 8. If two or more persons send in the same winning title, each will receive the same award.
- 9. The winners will be announced in GOOD HARDWARE as soon as possible after the closing of the contest.
- 10. Send answers to Contest Editor, GOOD HARDWARE, in care of the jobber whose name and address are on the front cover of the magazine.

Two Good Plans for Selling Garden Hose

THE Carlisle Hardware Company, Springfield, Massachusetts, has worked out a good plan for selling garden hose. They formerly had samples of each grade about two inches long and the hose was sold from these samples.

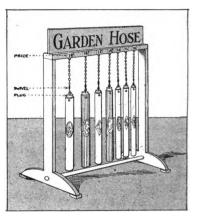
This was not entirely satisfactory. The samples frequently got lost and they had no particular advertising value as they hung on the side of the counter out of sight.

So they secured a number of onefoot samples with the trade-mark in the center of each piece. They rest on hooks screwed into a piece of pine board as shown in the sketch. Each piece carries a tag giving the grade, the ply and the price per foot and this same information is given on the labels placed on the board alongside the samples.

This little rack helps sell hose because it has a prominent place on a counter. Another advantage is the size of samples and the fact that a customer can take them in



This drawing shows display rack used by a successful hardware store to sell garden hose. The samples are a foot long and are tagged with size, price and other details



A particularly fine plan for selling garden hose. The samples can not be misplaced or lost

his hands, feel them, twist them and get a better idea of what each grade really is than was possible when the small samples were used.

Still another method of displaying garden hose has been sent in by Bannister and Pollard, Newark, N. I.

The plan is shown clearly in the upper drawing reproduced here. A wooden plug is placed in the end of each sample of garden hose and is firmly fastened there by means of a round-head screw. The samples are hung from the rack by means of a short piece of jack chain fastened to a screw-eye in the plug and to another in the cross-bar on the A stout swivel, such as is rack. used on fish-lines, is fastened to the to prevent twisting and breaking. The price of each grade is given on the tickets along the top.

The samples can be handled and inspected without difficulty, and inasmuch as each one is securely fastened in its proper place there is no danger of any mixup.

A good many thousand feet of garden hose will be sold yet this year and maybe you will still have time to use this idea before the season is over.

Buying Stock is Just Like Marriage— The Merchant's Troubles Begin*

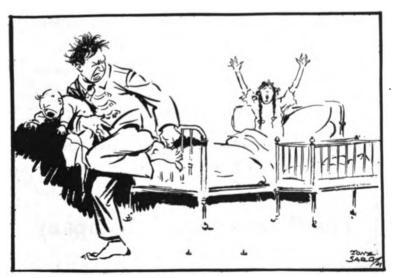
The time to stand by your customer is when he strikes his first "hump"; when he's worried about his bills and his other friends have departed

By Saunders Norvell

Illustrated by Tony Sarg

QUYING your opening stock of merchandise and starting in business on your own account. is like getting married. Now we know that in marriage just two things can happen: either it is to be a romance or a tragedy, and the thing we have got to look out for is the tragedy. When selling a merchant his opening stock, I used this matrimony comparison with good effect-he understood. Whether his conjugal tie had proven a bed of roses or a bed of thistles. the homely simile hit him in a tender spot, and he visualized the picture—it's easy when you've been there.

Yes, sir, buying new stock is just like getting married in more than one particular. After a while—say in about a year—the chances are there will be an addition to the family. In the meantime there will have been doctors' bills and nurses' bills. The druggist has sent his contribution in the form of-a "Please remit." After a hard day's work at the store you will go home at night and with sleepy eyes and tired feet pick up tacks



After a hard day's work you go home at night and with tired feet pick up tacks as you walk the floor with a colicky baby

^{*} Copyright, 1921

The New

FOSS-SET USE IN ANYTHING BRUSHES

have revolutionized the art of brush making.

They have no baked, brittle bristles. They will not swell or come apart.

The setting is the strongest ever made and is not affected by any materials in which the brush may be used.

They are made in all shapes and sizes for every purpose

Write for more information

The Wooster Brush Company Wooster, Ohio

Since 1851-One Family-One Idea-Better Brushes

as you walk the floor with a colicky baby.

Say, brother, have you ever walked the floor with a crying baby when you were all worn out? If you have, we are members of the same lodge!

Do you remember your thoughts as you saw the gray dawn appearing through the windows? Maybe in this "zero hour" of the morning you figured out that married life was not all that it was cracked up to be. The friends and neighbors are not sending in any flowers. Nobody is making any presents. The wedding day seems like something that occurred in a previous life.

"Now"—I would say to these aspiring young merchants—"buying an opening stock is just like this: your friends and neighbors come in and buy goods on credit. They do not pay promptly. They are very sorry, but they do not remit. They are 'perfectly good,' but you cannot collect. In the meantime your friends among the traveling salesmen call, and they are such good fellows that you give each one of them an order.

"You are heavily stocked with goods. Bills are coming due and there is nothing in the bank. Besides that, you have already worked your credit to the limit with your friend, the banker. So about a year after you have begun business you strike the first 'hump.' You are worried to death about your bills. All your friends seem to have departed. You are in exactly the same position as the young married man described above. Oh, for some friend to help out!

"That"—I used to say to the young merchant, with a smiles—
"is the time when there are no flowers and presents, but, my dear sir, that is the time when we stand by a man who has bought his opening stock from us. That is when we come to your assistance.

We are not only wedding guests at the selling of the stock, but we are good friends when the baby is born. We do not forget you when you are facing your 'hump.'



I think Trotzky was a vinegar drinker

This argument may not seem businesslike; it may not seem practical; it may even seem foolish, but it has helped the writer sell many a new stock order, because a merchant just starting likes to feel he is dealing with a house that will stand by him in case a "hump" happens along.

Once upon a time one of my competitors asked me what story it was that I told young merchants that helped me so often land their new stock orders. He said he had heard something about the story, but he had never been able to get the story straight. "Now"-said he-"that you have retired from business, won't you tell me that story?" Then I told him the story of the wedding and the friend who stood by when the doctor, the nurse and the baby arrived, just as outlined above. Of course, this is just a little human story, but I Digitized by GOOGIG

Claims vs. Proof

Claims mean nothing—Proof shows up the truth

Mr. Hardware Dealer:

You are pretty close to your customer who buys and uses Blow Torches. You probably know whether he has had satisfactory results from the Blow Torches he has been using, or feels that ALL Blow Torches are an aggravation and a nuisance.

The Turner Brass Works wants every man who is 'sore' on the Blow Torch subject, to try a TURNER NEW LINE BLOW TORCH and PROVE to himself that there is CNE line of Torches on the market which really do everything he has a right to expect of them.

Never mind what we claim,—prove by actual trial that Blow Torch satisfaction is possible, with TURNER NEW LINE BLOW TORCHES.



The Reasons

- 1. The Baffle in the Burner Tube generates either gasoline or kerosene perfectly.
- The Separate Adjusting Needle prevents enlarging of fuel orifice, and shut-off below prevents corrosion.
- 3. The Flared Tube Air Intake automatically supplies correct air mixture.
- 4. The Burner Body Without Holes prevents wind from cooling the flame.
- 5. Lightness and Balance make continuous use possible without tiring.
- Standardization and Interchangeability make repairs easy and cheap if accident damages torch.

Your customer's trial of a TURNER NEW LINE BLOW TORCH will be profitable to him, to you and to us.

Fill in the blank below and send it to us. LET A TURNER NEW LINE BLOW TORCH PROVE ITSELF.

THE TURNER BRASS WORKS SYCAMORE, ILLINOIS

FIFTY YEARS OF MANUFACTURING EXPERIENCE

The	Turner	Rrace	Works	Sycamore.	T11

Please send prepaid, One TURNER NEW LINE BLOW TORCH (or a Plumbers' Furnace) specially designed to do the following work,

If three days practical use fails to convince me (or my customer) that it is the best thing of the kind I have ever used, I will tell you so and you will send transportation charges for return to you.

Name																		
Addre	١.																	

(This sample will be billed through your Jobber. We sell to JOBBERS ONLY)

Digitized by GOOGIC

guess a good many young married people who read this article will see the point. Many a business man also has grateful recollections of bankers and others who stood by him when he was in difficulties.

Some will remember, too, bankers who at a critical moment in their career refused to stand by. We have all heard the story of how when Henry Ford once asked for

would be in the strategic position of being able to close it—if he so desired. A meeting of the Board of Directors had to be called to decide the question, and it was decided that the auto genius had no such evil designs. The deposit was accepted.

Life is made up of "humps." Big and little, none of us can escape them in some form or another.



When Henry Ford took into the bank \$2,000,000 cash and expressed a desire to open an account he was in a strategic position

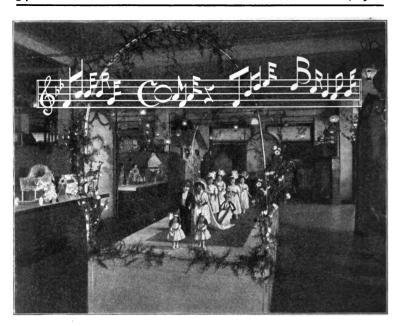
a loan with which to expand his plant, he was coldly turned down. A few years later he took into the same bank \$2,000,000 cash and expressed a desire to open an account—another friend had helped him over the "hump" and he had made good. The president of the bank thought that Henry, recalling his turn-down, was trying to turn the tables on him and put him up against a "hump."

If the bank accepted the \$2,000,000, it would lend it out in the regular course of business, and when it was all loaned out, Henry Ford might step in some day and present a check for his \$2,000,000. Most of its resources being out on loan, the bank would be unable to honor so large a check and Henry Ford

John D. Rockefeller has told us of the "humps" that he had to overcome in his early business life; and how to discipline him, his own father used to call in loans that he had made to him, at unexpected and often embarrassing moments when it was not convenient to pay these loans. But the young man found a way. Getting over "humps" in those days sharpened him as a business man and enabled him to build his great fortune and establish Standard Oil as one of the world's greatest money-making institutions. John D. Rockefeller and Standard Oil, in their first fifteen years in the oil industry, had one kind of a "hump" or other as a daily diet.

For years I made it a rule, one

rd (Continued on page 56)
Digitized by GOOGIC



JUNE is the month of brides and roses, so bear in mind the weddings in your neighborhood during that month. The newly married couple will require a trading point so seek to bring them to your store.

"We know of no better field for winning store friends and making life-long customers than among the prospective housekeepers of our city and section," says an executive of a store in Massachusetts.

"We systematically hunt out engaged couples. Our store force is asked to keep the advertising department informed as to engagements, coming weddings and receptions. All of these events have to do with house furnishings, and whatever young people are likely to need for start-off on their matrimonial voyage.

"We keep a vigilant eye on the

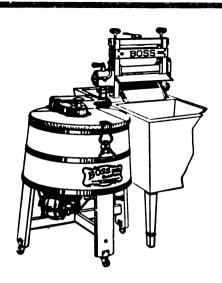
columns of the daily and weekly papers, for in-town and out-of-town engagements, showers, weddings, and all such doings, and through personal work of some department salesman or woman, by personal letter or by 'phone—often through a mutual friend, we get the desired connection.

"There is no better way to add to a store's future clientele than by taking a personal interest in the affairs of the newly married or those who are about to be married, and to lead up to the subject of things they are sure to need, but which they are often shy in asking about. Of course, all this requires tact and perseverance, but in the past ten years we have been many times over-repaid for efforts along this line, beside gaining new and permanent customers for the store."



If brains were suspenders, some salesmen wouldn't have enough to hold up an opinion





A Big Seller in spite of hard times

This newest BOSS Electric is a strictly high-class Washer—not cheapened to fit the price but equipped with the largest and highest grade swinging wringer made and having refinements not obtainable on many Electric Washers costing almost twice as much.

Yet this new Boss Electric is priced to retail at less than \$100.00—a price your customers can afford to pay.

No matter what Electric Washer you may be handling—you should have this new low cost machine. It is just the washer your customers want and will buy when they will not buy any other. If your Jobber cannot supply you write us direct.

THE BOSSWASHING MACHINE CO. CINCINNATI. OHIO

Manufacturers of Washing Machines
Exclusively Since 1889

A Dozen Ideas for Cleaning up Your Stock of Refrigerators

Some practical stunts that hardware merchants have found successful in making their ice boxes move faster

By Ralph Evans and Mitchell Kessler

EVERY refrigerator has its good talking points and the merchant who learns these will have something to say about his particular brand that the other fellow does not have to say.

In a store of a western town all the salesmen are instructed to read the literature and the advertising concerning the refrigerators and ranges that the store carries. Also they are on the lookout constantly

for prospects.

If a woman by her interest in baby crib or carriage lets the salesman know of a baby in the house, he drops some specific hints as to the effect of unsatisfactory or careless handling of the milk on the baby's health. That brings up the topic of refrigerators. He adroitly brings out the desired information and gets the woman to walk unconsciously toward the display.

He may hint to another that it is about time for the ice man and make a remark to the effect that he understands that she has a new ice box. If she is disgusted with an old one or lacks one, she is not slow to say so, which means an opening.

Last Pall when one of the men sold a range to a woman, he was clever enough to learn about her ice box. He had noted it in his pocket memorandum book and this spring he closed the sale. Incidentally when he sells an ice box he also learns about the prospects for a range or heater.

If a bill of furniture is sent out, the delivery man of that store is told to learn about the condition of the ice box, regardless of when the delivery is made. That information goes on file. In this way the store has its floor cleared of refrigerators before many others have fairly started.

Some refrigerator manufacturers furnish display boxes with glass backs showing their insulation, which very often helps to make sales. If unable to obtain these glass-backed boxes, almost all refrigerator manufacturers furnish corner blocks showing the construction and insulation of their boxes. These should be prominently displayed in the windows as well as on the floor.

An effective stunt is to remove the panels of both the ice and provision doors of an apartment style box and replace them with glass panes. A round wooden stick, high enough to extend through the top wire shelf of the provision chamber, tapered at the top, through which is driven a pin or pointed nail, is set a square wooden stand and placed in the bottom of the provision chamber. A small metal pin wheel, cut with a hole in the exact center, is placed on this nail or pin. The ice chamber is then filled and the steady waves of cold. dry air descending to the provision chamber will cause the metal wheel to revolve. In the provision chamber can be placed salt, matches. cheese, butter, etc. This display is bound to excite great interest and when shown in a Brooklyn store last year, was the means of selling a considerable number of refrigera-

Two sizes:
No. 2
Two Steps
No. 3
Three Steps

Three Finishes: Natural White Mahogany



Style 3 wh-r

White Enamel Finish

White Rubber Matting on Top and Steps



Safety Step Ladder Stool —safe as well as handy

Thesafety feature of the Crakerjac step ladder stool is its greatest selling feature.

Any step ladder stool is handy. It has a hundred uses. Eut if a person stands on the stool in a certain way it folds up and the user gets a nasty spill.

The Crakerjac step ladder stool is safe. A patented feature locks it so that it cannot foldup in use. The handiest thing around the house and no possibility of dangerous accidents as with others that cannot use this patented lock.

Ashandsome asit is practical. Also made with chair back, and with patent folding shoeshining attachment under seat.



This is the patented device that takes all danger out of the folding step ladder stool. Makes it absolutely safe. Patented and can be used in no other stool.

If you sell the Crakerjac Safety Step Ladder stool you give your customers not only one of the handlest household articles made but an accident insurance policy as well in the form of this safety device.

Write for descriptive circular and prices giving name of your jobber.

EVAN L. REED MFG. CO. 125 Mill St., Sterling, Ill.

Makers of "CRAKERJAC" Household Conveniences
Catalog on request

nand

mite Ful trict to in PRARI Septe October

Wri

Looks Like a Phonograph

The New-Day Way of Heating which Stove Men Sav will Revolutionize the Industry

The head-line tells the story.

The name is The Estate Heatrola.

It is a small pipeless furnace in phonograph design.

Heats 3 to 6 connecting rooms—better than an ordinary stove heats one.

Finished in rich mahogany enamel to harmonize with finest home furnishings.

Places the comfort of warm air heating within the reach

Holds fire 50 hours on one charge of any kind of coal.

The most sensational selling proposition of the day. Guaranteed by The Estate Stove Company—75 years in the business-to dealer and customer alike.

Being heavily advertised in full page Saturday Evening Post Ads—the first one, shown at right, brought thousands of letters from home owners two days after it appeared!

Means New Business for You

Put one Heatrola in your show window. Then watch the crowd gather! People will discard stoves for this new-day way of heating. People who have no basement in their homes or who can't afford a regular furnace, will buy quickly—the Heatrola sells for less than half. People who hadn't even thought of buying a new heater for next winter will buy just as quickly. The novelty and practicability of the Heatrola will create new business.

Write or Wire

The Estate Heatrola is without competition. It will outsell old-time heating stoves wherever shown. Present Estate dealers will get the preference, but dealers everywhere are invited to communicate with us at once.



The ESTATE STOVE CO., Hamilton, Ohio

-Works Like a Furnace!



The Estate HEATROLA

The most sensational heating device of years. A cleaner, better way of heating small homes, stores, etc.—with or without basements.

4,000 Home Owners Answered this Ad the First Days It Appeared!

—an indication of what sort of demand you can expect this fall and winter!

Full pages in Saturday Evening Post, starting August and running through September and October.

Write or wire and be ready!



LetthisSilentSalesman Boost <u>Your</u> Sales

"Like having an extra clerk," many merchants say of this handsome Icy-Hot Display Stand.

It exhibits Icy-Hots attractively for your customer's convenient selection.

And it does stimulate sales.



Free with Assortment "D"

You will receive this artistic display stand free with Assortment "D," a selected group of the most popular Icy-Hot Products.

With it you will receive a supply of exceptionally effective advertising matter, show-cards, posters, and other active helps in selling Icy-Hots.

National advertising is creating a constantly increasing demand for Icy-Hot, the genuine American-made, Temperature-Tested Vacuum Product.

Take advantage of this demand—write today regarding our special Assortment "D," and the Icy-Hot Catalog and dealer proposition.



Look for This Tag

Every genuine Icy-Hot bears this temperature test guarantee tag.

It is backed by national advertising in the leading magazines, and listed on volume production at a price your customers will pay.

ICY-HOT

VACUUM PRODUCTS

The Icy-Hot Bottle Company

132 Second Street, Cincinnati, Ohio

New York Sales Offica: 1218 Wilson Bldg., 33rd Street and Broadway
Complete Display of Icy-Hot Products at Bush Terminal
Sales Bldg., 130 West 42nd Street, N. Y. C. Tollet Article Division

An ice-guessing contest proved successful in a Missouri store. The store arranged to keep one refrigerator iced for a week. The box was put in a cool part of the store and a sign in the window, backing up the newspaper announcements, called attention to a contest:

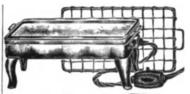
HOW MUCH ICE WILL BE REQUIRED BY THIS REFRIGERATOR THIS WEEK?

All adults were invited to guess and had to visit the refrigerator row to register. There they were interviewed by the salesman to secure prospects for the boxes. A set of aluminum was given to the successful contestant.

A variation of this plan was that used by Lyon-McKinney-Smith of Los Angeles. They put a box of the largest size in the window and had it filled with ice. A prize was given to the person who guessed the number of hours the piece would last. This focused attention on the box and, as people entered to get the forms, they were asked about their refrigerators. A set of glass doors increased the effect of this contest.

One merchant features the dryness of the air in his boxes and the fact that such foods as onions and butter are congenial neighbors when inside the box. Another dealer, at the opening of the season, put a number of articles inside, including oranges and lemons. They did not decay but did dry. He kept a record of the date on which he put them into the box, and this was a talking point that people grasped readily.

To each purchaser of a nursery box, another store gave out a special book of milk tickets. This not only had a direct effect on the selling, but as the milk dealer made a special proposition where the accounts were new to him, it got the milk men interested.



A Summer Seller

Display the new Security Combination Toaster and Grill during the warm months. It will appeal to the traveler, for the legs are removable so it will pack into a small space; can be easily taken apart to clean; and toasts or broils in one operation. Sells for \$5.50 at a nice clean profit. Send today for samples of the

Security Electric Appliance Line

Security electric irons are the finest made but sell at remarkable prices so you can feature them as leaders. Let us send you samples of the entire line of irons and table stoves.

Security Electric Appliance Company

1467 W. Ohio St. CHICAGO, ILLINOIS

Carpenter's Bars



12" to 36" Long

A N all-round utility tool for prying, ripping, nailpulling. Its use is not limited to construction or wrecking work—it's a handy and popular tool for home, shop, or store. Fine for opening boxes.

Have you received your new Quikwerk Tool Catalogue?

THE WARREN TOOL & FORGE CO.

264 GRISWOLD ST. WARREN, O.

A carload of refrigerators was the goal of a merchant in Indiana last spring. Here is how he achieved that goal. When the carload of boxes arrived, he did not merely say that he had a carload. He hired a small band of jazzy musicians, several extra trucks and put the



All who took part in this ice-guessing contest had to visit the refrigerator row to register

sign man to work. On each truck there were two streamers announcing the fact that he was getting a carload of these well-known refrigerators. From the freight depot he led a parade through the main and residence streets of the town. Few missed the event and his selling started at once, his salesmen getting into the game wholeheartedly.

In the store annex, Mr. Mason, of the Live Hardware Company, South Pasadena, Cal., has a wide

(Continued on page 68)

Digitized by GOOGIC



Announcing-

The SHERWOOD

"Silent Four"

Rubber Tire Wheels

Another sales compelling SHERWOOD feature. Clever, durable, distinctive

A few cents more in cost— Dollars in effect.



A Coaster Wagon is the Boy's Automobile Sell him on the same basis

Service—with the slightest upkeep.

Endurance—supports 2,600 lbs. under actual test.

Convertible—sides and ends removable for utility purposes.

Shock Absorbers—smooth, comfortable riding.

Roller Bearings-racer speed.

Why not stock the SHERWOOD now and see the difference in your sales

SHOCK ABSORBING SPRINGS ROLLER BEARINGS

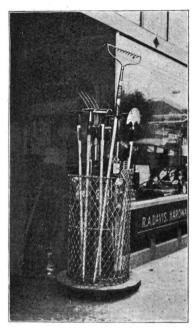
Your jobber can supply you—or write direct

Sherwood Bros. Mfg. Co. Inc., Canastota, N.Y.

Digitized by GOOGIC

A Handy Way to Keep Garden Tools

HERE is shown a trash-burner mounted on a platform to be used as a movable display fixture for garden tools. The platform



An ordinary trash-burner mounted on a platform and used as a movable fixture to display garden tools

has casters on the bottom and the raised bottom of the trash-burner holds the ends of the handles in one position. At the same time the trash-burner itself is on display.

Cleans Bank Notes to Sell Washing Machines

THERE is something about money that attracts a crowd, even if a heavy plate glass be between the money and the crowd. When the Keith-O'Brien Co., Salt Lake City, had a number of in-

quiries as to whether or not the electric washing machine it advertised would injure delicate fabrics, a way was devised to convince people that it would not.

Two hundred of the grimiest, travel-worn bank notes available were obtained from a local bank. The lot was placed on display one week beside the washing machine with announcements in the newspapers and on show cards that the machine would make them as nice as new on Saturday of that week.

This brought many faces before the plate glass when Saturday arrived. Washing dollar bills was a new one to the people. What if the machine should tear them up?

When the hour for the demonstration came, a mixture of rich suds and water was put into the machine, and into this was poured a good portion of the bills. They were washed by the machine for fifteen minutes, the crowd accumulating all the time, eager to observe just what happened to that mess of bills.

The bills came out fresh and whole and clean. The demonstrating salesman next ran them through the wringer. That made them better still, and after being spread out and dried by an electric fan, they looked quite presentable. Even the members of the store staff were surprised at the result.

Hundreds of people saw the demonstration, and hundreds more saw the final comparison of the soiled notes with the ones that had been washed and ironed. It was so successful an event that the bank note washing had to be repeated twice after the original demonstration. Inquiries coming in afterwards proved that there had been considerable word-of-mouth advertising in addition to the newspaper advertisements asking people to step over and see the first washing of bank notes.

Digitized by GOOGLE

Action!

Sell your old type Gillettes Liberal Gillette adjustment policy enables you to clear them out and make your usual percentage of profit. The old type Gillette is now superseded by—

The New Gillette Improved Gillette Safety Razor

Patented January 13th, 1920

The biggest sales sensation in the history of shaving + + +

\$1,500,000.00 being invested this year to acquaint the public with this first shaving instrument of precision ever invented



GILLETTE SAFETY RAZOR CO., BOSTON, U.S. A.



Denver Firm Tells Why It's Time to Paint

ANY hardware dealers announce that they handle good paint and let it go at that. Not so the McPhee & McGinnity Company, of Denver. This firm



To prevent rot

Wood rots when water gets into its pores. The best way to prevent this is to seal the pores. The best paint for the purpose is one made with pure linseed oil because pure linseed oil has the peculiar property of absorbing oxygen and forming a film that is both tough and elastic.

It is very decirable that a paint be tought and elastic to withinpand the expansion and contraction of surfaces due to changes of temperature; otherwise, it creates whom the seasons change and seeks the surface only innerfactly.

McPhee & McGinnity Co.

Makers of Plac Points for Two

Rotall Store 1636 Arapahoe Main 318

Zip Service

This store's advertisements create a demand for paint by showing how and why it should be used

believes in creating a demand for paint among its customers by telling them just how, when and why it should be used.

Almost any merchant can talk paint—over the counter; but when it comes to writing his paint advertisements he misses out. The advertisement reproduced here is only one of the series dealing with the uses to which paint can be put, which the McPhee & McGinnity Company published with great success.

Digitized by GOOGLE



Sell This Guaranteed File

-Carpenters Will Come Back for More

What Users Sav

Expert's Choice Files are real saw files, the best I have ever used, and I have been filing saws for more than thirty (30) years. Charles W. Lamb 187 Madison St., Staunton, Ill.

I am head filer of Circular, and Hand Saws for Thompson & Starrett Company, also for Stone & Webster Construction Company, I use only the DELTA file, and have filed fifty (50) hand saws with one file and will bet I can do it again. B. P. Benter, 7117 Codes Ave. Cleweland. Ohio

7117 Cedar Ave., Cleveland, Ohio

The Expert's Choice files 18 saws and is cheaper at a cost of 50c than the ordinary files at any price. Frank Luther, Chicago

six-inch saw file. This makes it cut faster and last longer. See the illustration at the top of the page.

> You can guarantee to give a man his money back if the Expert's Choice does not prove to be the most economical file he has

THE man who uses a file likes the Expert's Choice because

it does twice the work of an ordinary file-in half the time. The

Expert's Choice nearly doubles

the stroke. It gives a stroke more than twice as long as the ordinary

It's in the Quality—in the cut of the tooth and in the length of

the value of his time.

ever used.

THE HIGHEST GRADE FILE MADE DELTA HAND FILES CARPENTER'S SPECIAL 25 EACH MECHANIC'S FAVORITE EXPERT'S CHOICE DOES TWICE THE WORK IN HALF THE TIME THE FILE YOU WILL EVENTUALLY USE

Write for more information to your jobber or to

Delta File Works

Philadelphia, Pa.

This sign will be supplied to hang in your store

Why are Acme Ice Cream Freezers Selling So Well This Summer?



Here are the Reasons

Because people are not going to get along without ice cream even though they do not feel like buying it at a soda fountain.

They are making it at home. It is much cheaper and usually better than the store kind. Sugar and cream are much cheaper than they were last year. The Acme requires but little ice and it sells at a low price.

The Acme is low priced, sanitary and easy to use. The 2 Quart size weighs only 2½ lbs. A fast seller for merchants who display it.

2 Quart Size - Retails at \$1.50 4 Quart Size - Retails at \$2.50

Order a few dozen from your jobber right away. Put them in your window and get the early trade.

Made by

RITTER CAN @ SPECIALTY CO. PHILADELPHIA. PA.

Factory Selling Agents: BEH & CO., 106 Franklin St., New York

How \$200 and a Personality Grew to be a Big Business

(Continued from page 20)

chine. And I know how to keep an edge on them when once they are made. I get a consignment of goods in, estimate the cost to myself, figure a price on each article and then stick to it. I've got one price. It's a fair price. I know it's a fair price. And the public believes in me.

"You hear people nowadays talking about rotten business, talking about raising prices, talking about clearance sales. What's the idea? Haven't they any faith in their business or in their own ability to pull themselves out of a hole if they're in one? I have. I know business isn't as good as it might be. but that doesn't prevent me from advertising every day and plugging ahead regardless. I know people need cutlery, and I know they're going to buy it; so I just go ahead trying to sell it, without trying to borrow trouble. Perhaps I make mistakes. All of us do. But that's what they put rubbers on pencils for-and if a fellow isn't smart enough to offset his errors he isn't smart enough to be in business."

One outstanding element that has contributed in no mean way to Mr. Stevens' success is his personality. He's a good mixer, and he mixes not only with the individuals in his own general line but with people in all lines. For instance, he's a councilman in Lakewood, Cleveland's proudest and finest little suburb. He likes sports. He likes anything and everything that has a real human element about it and he throws himself into such projects with all the enthusiasm of the days when, as a boy, he grubbed around in the dump looking for junk to sell to a dealer in order that he might buy himself enough equipment to play baseball.

He never argues with a customer.



in composition All soap drain-Only e of the ma Monarch styles.

MONARCH WASHBOARDS

A line to meet the demand in every section of the country. The illustration shows only one of our numbers. We make the kind and style that YOU can sell.

Built to last. Made of heavy sheet brass, genuine sheet zinc or sheet steel coated with a composition of zinc, lead and tin. We use only materials that will hold up in hard, constant use.

We use white basswood and poplar because these woods will not warp and get out of shape.

Sell the line with a guarantee.

Order through your jobber The Monarch Mfg. Co. Tiffin, Ohio



Digitized by GOOGLE

Need-No-Hone



Trade Mark Reg. U. S. Pat. Office

SMILET guaranteed every time you shave. Different from all others. It does the work, where others have failed. No more honing or grinding.

NEED-NO-HONE is a scientific preparation put up in two jars, one for sharpening and one for finishing. Makes the hardest strop soft and pliable and gives it that clinging effect so necessary to do the business. Non-injurious and will last for years. Enables any man to put on a sharp, keen-cutting "barber's edge" on all razors and safety blades in a jiffy.

Special Introductory Proposition

We will send you one dozen on 30 days' trial with 2 pkgs. free, delivered, if you will agree to hand them to your customers as soon as you receive them at 50c per pkg. with the understanding they can use it ten days and if not satisfactory, money will be refunded, you and your customer to be the sole judge and jury.

Our price to you is \$4.00 per doz. Your profit 75% on every sale. You can't lose.

Let us have your trial order thru your jobber.

Need-No-Hone Mfg. Co. Dept. G. H. Rock Island, Ill.



never tries to sell him anything he doesn't want, or something else "just as good." One day a man came into the store with a knife he had purchased the day before.

"This knife is no good," he declared indignantly. "It won't cut

hot cheese.

Mr. Stevens looked at the knife. It was a good knife, but apparently the customer thought it would cut barbed wire, and tried it. He had transformed one blade into a first class saw, as a result. Said Mr. Stevens:

No Argument Here

"Well, I guess you're right. It's a bum knife. I should never have sold it to you. Here's another, and I hope it will turn out to be a better one."

He reached into his show-case, pulled out another knife, and handed it over to the customer, at the same time throwing the other into the rear of the shop. The man blinked, took the knife, gulped once or twice, stammered his thanks, and walked out.

On another occasion a purchaser came in and picked out an exceptionally high-priced knife. He reached into his pocket for some money and then discovered that he had left it all at home.

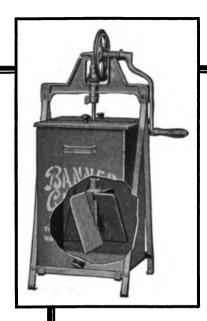
"I'm sorry," he said, "but I haven't a dime. Will you just lay this aside for me until tomorrow?"

Mr. Stevens waved his hand and smiled: "Take it along," he said, "and pay me the next time you happen around this way."

"But you don't know me," expostulated the purchaser.

"I know you well enough now to feel that you'll pay," responded Mr. Stevens. "It's all right."

"That man," said Mr. Stevens, in narrating the incident, "was an official in one of the biggest banks in this town. I didn't know him from Adam, but I wanted to show him



All steel base and supports. Triple tinned, Charcoal plate container. Four blade, hard wood dasher. Lowest priced churn of its kind made

The Churn Your Customers Want

A large number of women who have been making their own butter for years were asked, "What kind of a Churn would you like to have?" Practically everybody said in effect, "We want a Churn that is easily cleaned and taken care of, one that is thoroughly sanitary, and that is light to handle, and of course we want to buy it at a moderate price."

The Banner Metal Churn shown above was made to

answer these demands in all respects. It is light, easy to handle and sells at a moderate price. The Banner Metal Churn is a universal favorite because it is the result of our forty odd years in the business, together with the experience of hundreds of actual users of churns.

Made right, priced right. If your jobber does not have them, please write us for prices.

The Standard Churn Company Wapakoneta, Ohio

Makers also of Glass, Sunken Lid Dash and Bayrel Churns



What Merchants think of Herrick

Here's the sentiment of Herrick dealers, who have sold the line and know what Herrick Dealers' Service means.

> "As long as I sell refrigerators, I want to sell the Herrick."

> "We are very much pleased with the Herrick Refrigerator. Have sold all we bought this season. We will do a big business in this line and want to place orders with you as soon as your salesman calls."

"It certainly makes us feel good to deal with people like you, who are always ready and willing to look forward to the welfare of their customers."

If you will write us, we can tell you whether or not it is possible for you to secure Herrick service in your city.

Ask for catalog H-30

Herrick Refrigerator

Cold Storage Co.

Waterloo, Iowa

that I had faith in the public. He not only paid me the next day, but he has sent me about two hundred customers to boot."

One day Mr. Stevens was sitting in his automobile just outside his store. A friend came along—just a casual acquaintance. "Going

home?" he inquired.

"Yes," responded Mr. Stevens. "Jump in." The man jumped. They went out through Cleveland, through another suburb, and several miles out into the country, to the man's home. Arrived there, and said: "Why don't you drop in on me some time? We're neighbors, aren't we?"

Another Customer Made

Mr. Stevens laughed. "Neighbors? No. I live about twenty miles away from you as the crow flies." And with eyes twinkling as if the joke were on the other fellow, he stepped on the gas and started on the long trek back home. "That," he said, "earned me another customer—and a real one."

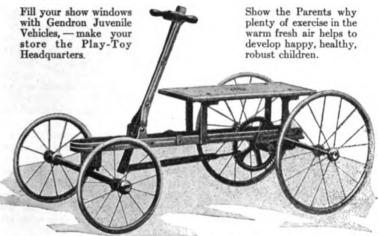
So there you have "Sharp" Stevens in a nutshell—frank, cordial, good natured, accommodating, never arguing, always striving to please; knowing his game and trying to make it better—and letting the public know every day just how he is getting along. With a one price store, and with faith in himself and in the people who come in to buy or who come in to have their knives or razors or shears ground, he has established a business which commands the admiration of all his associates.

When a Clevelander finds he needs a new knife, or a pair of shears, or a razorhethinksinstantly of C. "Sharp" Stevens—and he proceeds straightway to the little shop on Prospect Street, knowing that he'll find there exactly what he wants.

Gendron- Dioneer Line

Summer Time is Out-Door Time for Youngsters

—and NOW is the time to "cash in" on this play-time instinct of the Children.



Pioneer Line Sets the Pace

in attractiveness and up-to-dateness. Gendron-Pioneer Juvenile Vehicles take the lead with youngsters everywhere.

From the day this business was founded nearly fifty years ago, "The Pioneer Line" has been the leader in the Juvenile Vehicle field.

Fifty Years Experience is Proof of Gendron Stability.

When you handle The Pioneer Line, you don't have to wonder about Quality. You KNOW it is ALWAYS there. Ask your Jobber for The Pioneer Line. If he can't supply you, write direct for latest catalog and prices, giving your Jobber's name and address.

THE GENDRON WHEEL COMPANY

"Established 1872"

Toledo, Ohio, U.S.A.

SALES AGENCIES:

Kaufman, Levenson & Co. 151 Chambers St., New York Representatives for New York City

Geo. E. Dalton Co., 610-611 Marsh-Strong Bldg. Los Angeles, Calif. Geo. Borgfeldt & Co. 16th & Irving Place New York City

Geo. E. Dalton Co. 778 Mission St. San Francisco, Calif.



Make Auto Accessories Your Trump Card

(Continued from page 24)

thing in it — and be sure your motorist will look it over carefully to see if you have something he hasn't seen-or use your head and make an original display. One small boy stirring a can of semifluid transmission grease and picking up the paddle to let the goo-ey mass drip back into the bucket, will sell more grease in a day than a window piled full of the cans. A sheet of glass with water running down it, and failing to stick to the half which has been anointed with some anti-rain fluid, will sell more in a minute than a thousand bottles of it piled in the window. general public in general and the particular automobilist in particular, love a window display which moves—and in the automobile accessory is a splendid field for finding material for this form of display.

There is money, good money, in automobile accessories. they are no gold mine, in which one sits down and has the nugget roll into the pocket. They have to be displayed, priced right, intelligently sold, supplied with service. Hardware merchants with aggressiveness and brains have found this out. Those who have tried and failed may find here perhaps, at least one possible cause as to the why. Those who haven't tried and don't want to fail, may here gather at least one or two sign posts pointing the road to the land of automobile accessory

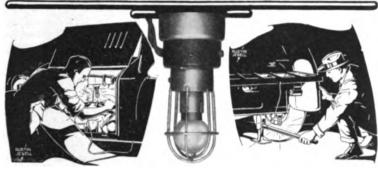
profits.

In the Street Car

Small Man—"Have you plenty of room, madam?"

Fat Lady—"Yes, thank you."
Small Man—"Well, then, give me a little, please."—Cornell Widow

THE MAGNET-LITE



"THE LIGHT WITH THE MAGNET GRIP"

Sticks and Stays Wherever You Put It

THE MAGNET-LITE is a trouble light that grips through an electro magnet on any metal part of a car.

THE MAGNET-LITE is equipped with a twelve foot cord making it possible to carry the light around to

the rear of the car, attached to the underside of the axle, springs, or brake band drum.

THE MAGNET-LITE carries a six candle power bulb protected by electro welded nickled guard.

THE MAGNET-LITE is packed in a neat, oblong, black Japanned metal box—slips into the pocket or tool carrier of your car.

THE MAGNET-LITE is an accessory rapidly becoming as essential to motoring convenience as any of the several devices once called accessories but that are now part of standard equipment.

THE MAGNET-LITE has as many uses around a car as there are things

THE MAGNET LIGHT CO.

1509 South Michigan Ave. CHICAGO, ILL. can happen to it. An indispensable convenience at night when changing a tire, hunting trouble under the hood and in a hundred other places every motorist knows.

Make Money Selling The Magnet-Lite

Every car owner in your vicinity is an interested prosect for at least one Magnet-Lite. It sells for \$5.00 and leaves you a nice margin of profit.

THE MAGNET-LITE is being advertised to you customers beginning with the July issues of such publications as Motor, Motor Life, etc. "Silent Salesman" Counter

"Silent Salesman" Counter stand helps you sell The Magnet Lite.

Ask for full particulars about discounts, territory, selling helps, etc.

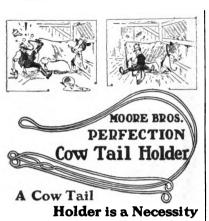
DISTRIBUTORS-DEALERS

Some choice distributor territory is open to "Live wires." Dealers, dont overlook this great moneymaking accessory.

USE	COUPON		SAMPLE
	AACNET.	ITE	

MAGNET-DITE	
The Magnet Light Co., Chicago, III. Enclosed find 3 5.00 in check, Postal Mone Order, Express Money Order, Currency for which send ma one plete for 6-8 volt Single Contact Double Contact Double Contact	2
Name	
A 4.4	





Each Holder in a carton, packed one dozen in Counter Display Box. They sell themselves, 35c, each or 3 for \$1.00. Fly time is here and tails are swinging. Control the tail and you control the temper. Produce cleaner milk. Order today from your jobber or direct. \$2.25 per dozen parcel post prepaid.

THE MOORE BROS. Albany, New York

Also manufacturers of PERFECTION

ANTI COW KICKER



These Phonograph Needles Sell Themselves at 100% profit!

A money maker for Hardware Dealets. 60 boxes of 50 needles each, packed in a neat counter-salesman. The cost to you is \$3.00 net. With mighty little help from you this efficient salesman sells its wares for \$6.00—10c per box—bringing you a clear profit of \$3.00. And your customers will come back again to call by name for those satisfactory Violaphone needles. Every needle plays 10 records—brilliantly!

The Fred. Gretch Mfg. Co. 60 Broadway, Brooklyn, N. Y. Manufacturers of Eagle Brand Steel Strings

Buying Stock is Just Like Marriage

(Continued from page 33)

vear after we sold each new stock order, to write a personal letter to the new merchant, inquiring how he was getting along and what we could do for him. It is certainly poor business to sell a new stock and then forget your customer.

If you adopt the plan of writing to every new merchant you start in business, one year afterwards, you will learn some very curious things. Your original customer has sold Your salesman has quit calling. Your credit department has shut down on him. But one of the most curious things I used to occasionally discover was that a salesman sold a new stock in his own territory to be delivered into some other salesman's territory, and that after he had sold this stock, he would never pay any more attention to the matter. He would not call again on the customer himself, nor would he advise the house to have the other salesman who worked the customer's territory call on him. So the customer, after having bought his stock and after waiting in vain for some salesman from the house to call, would naturally turn his business over to some competitor who sought it.

Coordination of effort is the vital fluid of business and the secret of success. We see this force at work wherever we find prosperity at the wheel and power in the saddle-and power in salesmanship, harnessed and bit broken, with one objective in life-results. Without coordination there can be no great business organization. Neither could there be any unions.

Let me tell of a recent experience. We were trying to finish one of our buildings. A certain union struck against the contractor. They decided not to work for this contractor at any price. They would

Digitized by GOOGLE

Every Day Sellers



With a small investment, this convenient assortment will complete your line—enable you to handle all inquiries immediately. No hunting in drawers for priming cups, drain cocks, shut-offs, sleeves, unions, or bushings. Instead, increased sales to all motorists.

IMPERIAL

Compression Couplings
Shut Off and Drain Cocks

Priming Cups
Brass Pipe Fittings

Everything in the assortment is standard and easily sold. Made up from practical experience—just those items motorists call for most. A real money maker

 Net Retail Value
 \$30.12

 Dealer's Net Cost
 18.50

 Books
 11.63

Send for our new catalog showing our complete line for automobiles, trucks and tractors. Jobbers—ask for our attractive proposal.

The Imperial Brass Mfg. Co. 1231 W. Harrison St. Chicago, Ill.

Makers also of Bronze Signs, Letters and Numbers, Door Guards, Pull and Push Bars, Kick Plates, Watrous Liquid Soap Fixtures, Imperial Self-Heating Irons, etc.

IMPERIAL BRASS PRODUCTS

Quick Sales



at a good profit, are made

SLIPON Handle Protectors

are shown. The attractive self-selling display cartons in which "Slipons" are shipped, make the sale without any effort on your part.

Housekeepers need this handle insurance and buy on sight. Endorsed by Good Housekeeping and Tribune institutes.

Packed 3 dozen to a carton Order from Your Jobber Today

Young Specialty Co.

2223 Vliet Street Milwaukee, Wis.

Reliance Plier



No. 478 Drop Forged

Universal Grip, Two Wire Cutters, Wrench and Screw Driver Combined

An excellent tool for Automobiles, Farm Machinery, Naphtha Launches, Gas Fitters, Plumbers, Machinists and Electricians

The peculiar shape of inside of jaws to this plier gives a greater parallel grasping surface than with ordinary shaped piler jaws. Round, straight, tapering and oval shaped pieces can be held to the best advantage. Another feature of this piler is the broad faced handles which make them easy to grasp; the greatest pressure can be given without cutting the palm of the hand.

No.478, 7 inch, weight 10 ozs. Black finish, \$13.50; Nickel Plated, \$15.00 per dozen Pler Bolts and Nuts, Black finish, 10c Nickel Plated, 12c each set

Order Thru Your Jobber
The KILBORN & BISHOP CO.

New Haven, Conn.

not work for him for \$10 per day for eight hours' work. We therefore canceled the contract with the general contractor and decided to carry on the work ourselves. We announced this decision to the labor union and we were invited to send a representative to appear before their executive committee.

The writer being interested in all phases of life and never having had the privilege of appearing before the executive committee of a labor union, decided to go himself. happened that evening I was invited to a formal dinner. I went to the headquarters immediately after dinner in a dress suit, white tie and patent leather shoes. I stood in the hall one hour and twenty minutes by the watch, waiting my turn to appear before the tribunal. Finally the sergeant-at-arms unlocked the door and I was ushered into the inquisition chamber.

At one end of the room was a sort of throne or elevated dais. Seated on this throne was a man who looked very much like the beloved Robert Louis Stevenson. He had a very intellectual face—fine eves and a pleasant expression. looked like a literary man, a senator. a member of the Supreme Bench of the United States, a preacher, a Roman praetor, but nothing at all like my conception of the chairman of the executive committee of a labor union. To his left the secretary of the meeting was seated at a table.

In front of him was an armchair, in which the visitor was requested to take his seat. Around the room on chairs, next to the wall, were grouped what I presumed to be the walking delegates. I was treated very courteously, and the executive committee were good enough to agree to order the work on our building to proceed forthwith. All I had to agree to do was to pay them \$10 per day for eight hours' work, allow them to put

A PIPELESS-FURNACE

All of this "Boiler Plate" Pipeless Furnace but the casing for \$65.00.

We furnish free patterns and full instructions for the casing. We can furnish casing extra if desired.



FOR

\$65

Figure the profit when installed at \$150.00—"Easy Money."

SPECIFICATIONS

Height of steel body 62 inches; diameter of steel body 20 inches; thickness of steel body 10 inches; thickness of steel body 10 inch steel boiler plate; height of 2 inch thick fire-brick fire-pot 16 inches; weight 900 lbs; height of casing 75 inches; diameter of outer casing 46 inches; smoke connection 8 inches.

REGISTER

We will also furnish a 30 x 36 Duplex Register Face for \$8.00 This register is so proportioned that it has 30 per cent. more free air opening than other registers.

GRATES

Heavy Cast Iron Rocking and Dumping Grates are provided.

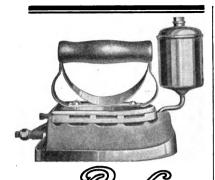
GUARANTY

Money back if you want it.

Send trial order and ask for full information giving name of your jobber.

Jobber Connections Wanted

"Boiler Plate" Furnace Company 2501 4th St. S.E., Minneapolis, Minnesota



Self-Heating Iron

Will satisfy your trade Over 1,000,000 in use

As simple as the old style iron and twice as easy to work with. Highly polished and nickel plated. Heat regulated instantly. Attractive "Selling Helps" free to Dealers. Write for full particulars of the Royal Selling Plan.

Royal Self-Heating Iron Co. Big Prairie, Ohio

COBBLER OUTFITS MR. JOBBER

Big Profits in Handling Our Line. They Bring Repeat Orders.

A Very Good Seller



Send Your Order Today
STAR HEEL PLATE CO.
LOUIS SACKS, Inc.
357-391 Wilson Ave. Newark, N. J.

their foremen on the job, and agree to follow implicitly all their rules and regulations.

In other respects I could do as I pleased. I agreed to all these things with the one request that they get busy and finish the job.

Now, the whole point of this story is that even in labor unions they must have authority and coordination; even the labor unions when they have authority realize the necessity of giving the man in authority the appearance of authority. Therefore he sat at the head of the room, on the throne.

The gentleman with the soft brown eyes was "it," and everybody in the room knew he was the boss. He looked and acted the part, and when I left his presence, I felt like backing out, as one retires from the presence of royalty. To make organization of any kind effective, there must be authority to direct and to be responsible for results.

Put it down that all this equality stuff is bunk. If we knew the history of the chairman of the executive committee of the bricklavers' union, we would find out that he got to be chairman by working overtime without pay. I have not the slightest doubt he is chairman and the head of the organization, first, because he has brains, and, second, because he has used these brains to advantage. He has While the others trained himself. were wasting their time he no burning was the midnight oil in study upon labor and economic problems. The eighthour day is all right, but you cannot make the active brain of an active man stop working in eight hours.

I remember one summer evening about eight o'clock when our train stopped on the outskirts of a city in the West. The sounds of hammers and saws were all around us. Countless small buildings, residences, were being erected. I in-

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Patented
Dec. 5, 1911
and
March 5, 1912

DESOLVO Cleans Drain Pipes in a Hurry

People need it—want it—YOU can sell it

Wherever there are drain pipes there is a need for Desolvo. Drain pipes will get clogged—and Desolvo will clean them.

Anyone can use Desolvo. Just mix it with COLD WATER, pour it into the pipe—and Desolvo cleans out every obstruction by the simple process of reducing all soluble matter to

liquid form that can be washed into the sewer. The only drain pipe cleaner we know of that can be used successfully with COLD WATER.

Display Desolvo and you will sell it. You can guarantee it to do its work without the alightest injury to pipes or connections. Does one job and does it well.

Order through your jobber. If he does not carry Desolvo write direct giving jobber's name



The Chamberlain Company Pittsburgh, Pa.

Mid-West Representatives
Parker-McNulty Co., Milwaukee, Wis.
Pacific Coast Representatives
Sprake Sales Co., Los Angeles, San Francisco and
Portland, Ore.

K-K Cleans Closet Bowls

A product made for one special purpose to clean closet bowls. Does its work quickly and thoroughly.

K-K IS A REPEATER-FEATURE IT.





THERMOMETERS

STANDARD

since the first "hatcher" was made

THE WILDER - PIKE THERMOMETER CO.

TROY, N. Y., U. S. A.

"LEADER"
Fibre Chair Seats
for Quality and Appearance



SPECIAL .
Thickness Material Finish
Worth More—Cost Less

More practical than Leather, Veneer or Metal Chair Seats, and much cheaper than any of these.

Write Today to Your Jobber or

WE LEED MFG. CO.
1666 Stephen St.,
Dept A. Brooklyn, N. Y.

quired what it all meant. Did people work this hard in this town? "No," replied a member of the reception committee from the city, "these men are union carpenters building houses on their own time, after having worked eight hours per day for somebody else."

A North American workman has a fine sense of humor. While he talks about more than eight hours' work being exhaustive, and his physical needs requiring eight hours of refreshment and diversion, we find the wise one winking his eye and working ten, twelve, fourteen and sixteen hours a day for his economic and mental betterment. Here we have the secret why the American workman grows faster than any other workman on earth, and why Russian Bolshevism will never make any definite headway in this country. The Russian takes himself too seriously-he has no sense of humor.

Have you read Russian literature? Did you ever see anything funny in the writings of Tolstoi, Gogol any of the rest of All they seem to rejoice in murder, sex problems, the eternal triangle, and the state of their souls-not a single ray of humor through all of Russian literature. If there is a funny book in Russian, I wish some one would send it to Then take Russian music. It is certainly not music to cheer one up. Most of it reminds one of the loneliness of the Siberian wastes. I have never seen nor heard of a Russian comic opera or of a Russian topical song. If Russia has a Mark Twain or a Bud Fisher I never heard of him.

I do not believe a man can enjoy a hearty laugh or a good story and be a revolutionist at the same time. I am sure Trotzky would not enjoy the comic section of the daily newspaper. When he was in the laundry business in New York, I doubt whether he ever even looked at the







comics. When Cato was a soldier with Fabius in the war against Hannibal, he used to drink vinegar to make himself look and feel fierce whenever he met the enemy. I think Trotzky was a vinegar drinker. He surely rarely drank any milk or honey, and it is doubtful if he wasted much time laughing.

I had lunch the other day with one of the leading publishers in He was raised on a New York. He landed in a Western farm. large city with the usual thirty cents. He tells me he invested the first \$10,000 he made in himself. "How?" I asked. "I was a \$2,000 man," he answered. "I bought good clothes and looked like a \$5,000 proposition. This helped me in my business. lived in a good neighborhood. ioined a good country club and met the right kind of people. I entertained moderately but well. spent my money carefully and with good judgment. I looked upon the development of my social position as an investment of my money.

"The rich," he said, "control the opportunities of life. They own the franchises, such as large business houses, corporations, railroads. publishing houses. They are all looking for bright men who will work and make money for them. The doors are wide open; any man with ability has a chance. If you please them, they will divide with you. As society is organized to-day, you are very foolish indeed to fight the conditions as they exist. Make friends with the system and get along. Take along your sense of humor. After a while, when you have arrived, you in turn will be looking for young men in the oncoming generation to strengthen your own business organization."

There is a factor in life that some men forget, and that is that life is short. All of us are on our way to the exit. Business in recent years has become very much more stabilized because the head men recognize



Sell 'Em While It's Hot

When the thermometer climbs so do sales for dealers selling "Comfort" Irons. Every houseswife wants this big work saver on ironing day. Feature "Comfort" Irons this month and make more money. Get our special introductory offer. Ask your jobber.

National Stamping and Electric Works, Chicago

"Comfort" SelfHeating Iron

Now \$1.00 List Same Discounts as Heretofore



The Goods are Right The Package Attractive The Profit is Right

AJAX PLURAL SOCKET PLUG

leaves lamp in position intended. Admits use of ordinary W. P. Shade Holder. Every user needs at least

three.
Packed in individual cartons.

Ten in display carton.

Now \$1.00 list, same discounts as heretofore.

Made only by
Ajax Electric Specialty Co.
St. Louis. Mo.

(Your fobber can supply you)

Prompt Shipment on Auto Pliers

Here's an automobile accessory for which the demand is always steady and we are prepared to make prompt shipment.



They are forged from the finest quality of steel and are sold with a Cronk guarantee. The slip point makes them adjustable for small or large size nuts, bolts, etc. And they are packed in individual three-color boxes which make an attractive display and catch the motorist's eye.

Order Cronk's Slip Joint Pliers and be assured of quick delivery. Order through your jobber.

The Cronk & Carrier Mfg. Co. Elmira, N. Y.

FREE TRIAL

Our Service Is Guaranteed

IT exposes leaks, thus eliminating losses. It defines plainly those principles upon which our most successful merchants have built their business. It will cause your NET profits to increase.

Our weekly letter substitutes POSITIVE CERTAINTY FOR GUESS-WORK.

SWEETLAND SERVICE BUREAU

452 G. Pierce Building St. Louis, Mo.

this, and when they themselves realize this, it is a healthy sign, for business needs the stimulating impulses of able, energetic and resourceful young men to refresh and fertilize its life fluids.

Young men provide the imagination, the initiative, courage and enterprise that give vitality, snap and ginger to business; old men furnish the counsel, stability, judgment and ballast—an organization with this combination has decay arrested at the root and can't die.

Makes Road Signs Pay Dividends

USING road signs to advertise their business has proved very profitable for the Dickason Goodman Lumber Company.

The signs are used to indicate the distances from a town. They are made from a 1 by 12 inch board, painted yellow, and are lettered in black. The trade-mark of the company is on the left-hand side and on the right appear the words "Lumber" and "Hardware." The number of miles to the town is indicated on the upper right hand corner.

The fact that hardware is carried is always emphasized because automobile tourists generally need something in this line and by means of this advertising, the company gets a big share of the tourist trade.

One of the signs is put up at every cross-road and they serve as a great help to travelers who are often unfamiliar with the locality. The distances are measured and stenciled on the signs when they are first erected which insures accuracy. This method of advertising has brought the company a lot of favorable comment as well as increased sales.





PRENTISS

Every Home Needs a Vise

This is the automobile season—and automobiles and necessary tools go together

Prentiss Vise No. 161½ is as necessary to every auto owner as a wrench, a jack or, even, tires. Its sure grip is needed in every home garage, on every work bench.

Hardware dealers who are displaying Prentiss Vises on the attractive and serviceable sales

stand, which is furnished *free*, are reaping generous profits. The Prentiss seven-color window display and counter card are also bringing quick and immediate sales.

Write for the free sales stand, window display and counter card.
Shipped direct or through your jobber

PRENTISS VISE CO., 106-110 Lafayette St., New York

Good Old-Fashioned Cider More Popular Than Ever

The ever-growing consumption of fruit juices assures a dependable demand for

MORJUICE Cider Mills and

Fruit Presses

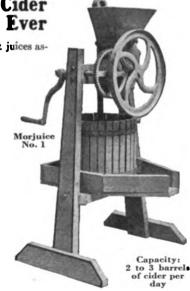
MORJUICE Self-Feed Cider Mill No. 1, shown here, is our most popular model. It is a complete independent cider-making plant—strong and simple—with capacity sufficient for the average farm orchard.

Now is the time to order for fall delivery. Write for prices and circulars describing complete line of Cider Mills and Fruit Presses.

CROWN MFG. CO.

Box 125

Phelps, N. Y.



RIM

THE WORD THAT STANDS FOR

Superior Pipe Wrenches

AND

Monkey Wrenches

FOR

SHOP, HOME and FARM

Trimo Wrenches for sale everywhere; with Steel Frames that will not break: Nut Guards that prevent accidental turning of the nut in close quarters.

Order from your jobber or write

TRIMONT MFG. CO.

Roxbury, Mass.



fits any make Spark Plug. Every driver needs one. Fast sellers-Ask your jobber or write

Perkins Spark Plug Tester Corp. 350 Broadway, N. Y.

THE "ONLY TATES"

We manufacture the following:

Picture Wire, Spool Wire, of all kinds
Wire Assortments
Braided Clothesline
Twisted Clothesline
Dry or Yacht Mops
Floor Mops, Dust Absorptive Mops
Dust Absorptive Dust Cloths
Dish and Sanitary Mops
Floor Brushes, Triangular Mops
Floor Brushes, Triangular Mops
Furniture Polish

E. H. Tate Mop & Cordage Co. Boston, Mass.

Cleaning Up Your Stock of Refrigerators

(Continued from page 42)

In winter months this aisle shows two rows of gas ranges. When warm weather starts, one row is turned the other way and gives way to a row of refrigerators. device, every refrigerator customer also gets within investigating distance of the ranges.

At one end of one of the main windows of the Barrett-Hicks Company, Fresno, Cal., the base of the window is removed. This section is fronted by a narrow shelf at the glass and on the floor are shown the refrigerators, a much more practical plan than lifting them to the regular window base.

Another store has a large number of painted cardboard cakes of ice. These are used from year to year and are placed at the front of the window to give a cool effect.

Still another store places at the front door a weatherbeaten box. This interests people who wish a second-hand box and gives the store an opportunity to either sell the person a new one or dispose of those taken in trade. It feeds prospects into the store steadily and thus justifies the leaving of it at the The work is supplemented by classified advertisements which give only the telephone number of the store.

A practical window idea is that of a dealer who can remove the glass from his window and thus put his display of ice boxes right out on the sidewalk where they will stop hundreds more people and give the salesmen a chance to talk to them.

Domestic Geography

"What are the four Teacher: seasons?"

"Pepper, salt, vinegar Johnny: and mustard."-Science and Invention.

Guernseyware

THE ORIGINAL

A quick selling line of Vitrified Porcelain Casseroles, Teapots and Serving Dishes you cannot afford to be without.

Your customers are educated up to looking for this Trade Mark.



Write for complete illustrated Catalog

We also manufacture a full line of Hotel Ware

THE GUERNSEYWARE CO. CAMBRIDGE, OHIO

\$100

in

PRIZES

See

Page 26

Sales Talk Not Needed



Patented July 29, 1911

The Home Portable Fireproof Safety Deposit Box

Sells itself in the hardware store, because every household customer now-a-days has Liberty Bonds or other valuable papers to protect from fire.

A glance convinces an observer that this carefully fireproofed and strong steel box will serve the purpose as well as a small safe.

Its real value is so obvious and its price so low, when compared with other means of equal security, that automatic sales bring in a dealer's profit that makes an agency worth while.

Order a Sample. Get terms and prices.

Safety Deposit Box Co. 395-7 West Main St., Battle Creek, Mich.



THE HAMMER HOLDS THE TACK

The Original Horseshoe Magnet Hammers. Tacks or small nails are held by the magnet end of hammer, ready for driving anywhere within reach.

The Best Magnet Hammer on the Market

ORDER FROM JOBBER
Silver Medal Panama-Pacific
Exposition

ARTHUR R. ROBERTSON Sole Mfr.

Boston, Mass.

Trade marks registered U.S. Pat.Office



PREMAX WALL TIES

Spring building activity demands good stocks of Premax Wall and Veneer Ties, Wall Plugs and Brick Bonds.

Premax Builders Hardware is substantial, welladvertised and profitable.

Ask your jobber.

"20 successful years old"

Niagara
Metal Stamping
Corporation
Division-G

Niagara Falls, N. Y.

Hints on Storage and Handling of Explosives

T HIGH temperatures ex- plosives may become unstable and acquire an increased sensitiveness to explosion from shock or frictional impact: consequently they should be stored in cool places. As the addition of moisture damages explosives, they should never be stored in a damp place. As any change in composition may affect the safety or the efficiency of an explosive, explosives containing a definite quantity of moisture should not be so stored as to lose anv of their moisture by drying out. Hence, all explosives should be stored in cool, thoroughly ventilated magazines situated on welldrained ground.

A trustworthy person should be designated as a magazine store-keeper and should have sole supervision of the receiving and storing of explosives in magazines. He alone should have access to the magazines for the purpose of taking out explosives that are required for immediate use.

When a new consignment of explosives is received, it should be stored in the magazine in such a way that the oldest explosives will be issued first. When the packages are stored in a magazine a space of a few inches should be left between the walls and the packages for ventilation. The boxes should be so placed that the cartridges do not stand on their ends, because this position increases the rate of leakage of nitroglycerin from cartridges of nitroglycerin explosives.

Packages of explosives should never be opened within the magazine, but in a properly sheltered place at a safe distance from the magazine. They should be opened with wooden mallet and wedge. Packages of explosives should never be opened with a nail puller, nor

powder kegs with a pick.

Little Giant Clothes Reel

Guaranteed FOREVER against defective material and workmanship.

Made of galvanised pipe and has 125 ft. of soft smooth sheet galvanised wire line.

Will last almost indefinitely and is unlike anything else made for same purpose.

Cheaper than wooden posts, with arms and wire. Easily and quickly erected and location can be changed anytime.

Useful for rug cleaning, airing clothing, etc. One erected in any neighborhood sells many more.

Bought by people who take pride in their home premises and by men who love their wives.



Little Giant Clothes Reels are ORNAMENTS, not EYESORES.

Raisce 9 ft. high

Prevent wet feet, colds and other illness from same cause. Save doctor bills and lighten work.

Order from your jobber or direct from

Little Giant Company 222 Rock Street Maukato, Minn., U.S.A. Established 1876



WITT CORRUGATED PAILS

Substantial Sanitary Safe

Garbage Pails
4
Standard Sizes



Desirable

Dependable

Durable

Ash Cans 4 Standard Sizes

A Profitable Summer Specialty

Your Jobber Can Supply You

THE WITT CORNICE CO., Cincinnati, O.

Originators of the Corrugated Can

KEES Metal Building Corners



For lap and drop siding. Cost no more than corner boards, look twice as neat. Absolutely weather and water tight. Save carpenter's time.

Four Lap Siding Corners applied.

We help yo sell them

Write for samples and catalog of our building specialties—this is a money making idea.

Address Dept. No. 60

F. D. KEES MFG. CO. Beatrice, Nebr.



GENUINE \

HUNTER'S SIFTER,

The Standard of the World Since 1880
THE FRED J. MEYERS MFG. CO.
Hamilton, Ohio

Builders *and*Furniture Hardware

GLASS KNOBS GLASS PUSH PLATES

TRU-LIGHT MFG. Co. Bradford, Penna.

They Come 1000 Miles to Trade with This Merchant

A WAY up near the Arctic Circle in Nome, Alaska, is a retail clothing merchant named Thorulf Lehmann, who uses direct-mail advertising to bring to his store people from two continents.

Going to Chicago on a recent buying trip, Mr. Lehmann took with him a big mailing list containing the name of almost every man in 100,000 square miles of territory in Asia and America. After he had arranged for his goods he wrote personal letters to these men, telling what he had bought for them and giving the approximate time of his return. The letters contained direct advertising matter, which was prepared specially for him by the service department of the clothing firm where he bought his goods.

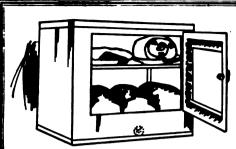
Hunters and trappers from Siberia can cross the Bering Strait in about eight hours in their little schooners. They bring their furs to Nome, sell them and then buy clothes and provisions.

Mr. Lehmann's direct-mail matter also brings customers to him from remote parts of Alaska. During the summer, some drop down the Yukon River for a thousand miles and then skirt the coast in a launch so as to reach his store.

Clothing manufacturers in the big centers make great efforts to get their customers to market. But few customers have such difficulty in reaching market as did Mr. Lehmann. He traveled 800 miles by dog team from Nome to Fairbanks. Then after a short trip by railroad he managed to get to an ice-free port, where he could get a boat for Seattle.—Printers' Ink.

His Last Drink

Patient—"What shall I do, Doc? I drank about a pint of wood alcohol."
Doc—"I'm the wrong man, see the undertaker."



Save 20%

On request, we'll be glad to send a catalogue and price list giving complete information regarding HOME COMFORT BREAD AND CAKE CABINETS. You can sell one of these cabinets to every June bride in your town and surrounding country. They keep food fresh and sweet; they are

vermin-proof; they are attractively finished in aluminum or white enamel; they come in seven sizes and fit in any place; they can be taken apart and cleaned in a jiffy. We'll give you TWENTY PER CENT OFF the regular dealer's net price if you MENTION THIS ADVERTISEMENT.

The Home Comfort Company Saint Paul, Minn.

SAMSON CORDAGE WORKS

MANUFACTURERS OF BRAIDED CORDAGE AND COTTON TWINES



SASH CORD, CLOTHES. LINES, SMALL LINES ETC. SEND FOR CAVALOS MASS.

Silver Lake Sash Cord

Sold by Net Weight, Guaranteed
. Full Lengths

Established 1869

Silver Lake Co.

Newtonville, Mass.

O

YERDON CAST BRASS HOSE BANDS

It will not do for us to shirk, Our greatst need these days is WORK.

And so to fill the Trade's demands, We're ready now with "YERDON'S" BANDS. Order through your jobber.

WILLIAM YERDON

No. 4 Center St. Fort Plain, N. Y.

Your Store Display is Not Complete without this Carton \$4.00 per carton of 2 dozen IS BY HERCULES PRODUCTS CO. Council Bluffs 12. U Our national advertising—just starting—is going to send customers to your store looking for Hercules Cold Soder The Metal Mender If they don't see a Hercules carton on display, they'll go to some other dealer-or send direct to us. We'd rather they'd buy from you. ORDER TODAY FROM YOUR JOBBER TERCULES PRODUCTS CO. ouncil Bluffs. Jowa.



Published monthly by the Trade Division
THE BUTTERICK PUBLISHING COMPANY

BUTTERICK BUILDING, NEW YORK



Women are buying this New kind of Jelly Jar

Airtight - Sanitary

THE famous Upressit cap can be put on or taken off in a second—you press the sides to put it on and press the center when you want to take it off.

Rubber ring with each cap makes it absolutely airtight.

Seals the jar airtight without the use of wax or paraffin. Cutsthework

ap can be of making jelly. Economical because

of making jelly. Economical because the caps can be used over and over again. Above all, the cap is thoroughly sanitary. Heavily plated and lacquered and cannot rust or corrode.

Most Economical

Women are ready for the Upressit Jelly Tumbler. Are you ready with the stock? Send your order intoday to insure prompt shipment.

DEALER OFFER Upressit 8 oz. Tumbler (Complete) List Dealer

3 doz. in container with attractive show-card 1 gross packed in 3 doz. cartons 18.00 10.80

F.O.B. New York

JOBBERS: Write for quantity prices and copy of our house organ, "Upressit Gossip"

UPRESSIT PRODUCTS CORPORATION

103-107 West 13th Street, New York





5000 Answers to one \$50 Prize Contest

-One Answer to Every 10 Readers

In a recent issue GOOD HARD-WARE offered the small sum of \$50 for the best title to a picture which it published.

Over 5,000 Titles were submitted. Our answer to the question "Is GOOD HARD-WARE read?" One-third of the answers from women—wives and daughters of hardware

dealers. Proof positive that GOOD HARDWARE is taken home and read.

Reaches every hardware dealer, every jobber, every housefurnishing department, every hardware department, every toy department of every department store in the country.

Net circulation May issue over 48,000 copies

Lowest cost per page per thousand in the hardware field. Send for rates and complete information.

Good Hardware

Published Monthly by The Trade Division,
THE BUTTERICK PUBLISHING COMPANY
Butterick Building, New York



GOOD HARDWARE reaches every hardware Dealer and every hardware jobber every month

If you have a message for the hardware trade tell it to every-body, tell it at low cost through GOOD HARDWARE.

Advertise Now

—If you want to get your share when business opens up

YOU can't argue with us about the lack of business. We'll admit that we have seen days when it was easier to get an order than it is today.

But the concerns that let down on their selling efforts now are the ones who are going to get left when business starts to open up.

We don't know when this change is going to take place. But it's got to come. And when it does come, is the retailer and the jobber going to write and ask if you are still in business, and if so, please send representatives? He is NOT! He's going to buy from the house that has kept after him in good times and in bad. He will buy from the man who is on the job!

Use GOOD HARDWARE—Use it now—to tell your story to every hardware dealer—everywhere in the country. The cost per page for 48,000 circulation is about the same as is charged for most publications that have considerably less than 20,000.

Good Hardware

Published Monthly by
THE BUTTERICK PUBLISHING COMPANY
Eutterick Building, New York

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GOOD HARDWARE

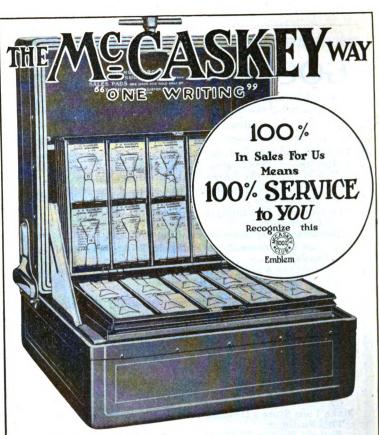
A monthly magzine for the Hardware Merchant who believes the interchange of ideas is good for the soul and the pocketbook

Edited by BEN GREELY

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Copyright 1921 by Leonard Tingle				

Publication Offices: Butterick Building, New York LEONARD TINGLE, Business Manager Butterick Building, New York

W. C. McMillan, Eastern Manager Edmund Carrington, Western Manager 709—6th Ave., New York Mallers Building, Chicago J. A. Townsend, Pacific Coast Manager Hobart Building, San Francisco





MCCASKEY

We Recognize Service -- Do You?

E VERY year buttons are awarded McCaskey salesmen for 100% sales and service.

The emblem means equally as much to you, the merchant, as to the McCaskey Company. Its presence indicates that you are dealing with a nation-wide leader in placing systems through the merchants' world. Its wearer is an expert at solving credit problems. He deserves your con-

fidence, and with it, he can stop your credit losses.

Only where the McCaskey System of Accounts has made the merchant successful can it contribute to a salesman's success and high ranking. The McCaskey man knows the story of progress in accounting methods. He can help you to step ahead with the 'One Writing' way.

Money slipping through your fingers is holding you back. Write for the story of progress in credit business successes, and information on the McCaskey way.

McCASKEY REGISTER COMPANY, Alliance, Ohio

GOOD HARDWARE

A National Magazine Published Monthly for the Hardware Trade

Edited by BEN GREELY

Vol. 2

JULY, 1921

No. 10

Can We Turn the Rays of the Sun Into Cold Cash?

The answer is "yes," because Old Sol leaves us wide open for big chances to unload a lot of July hardware on the great army of summer vacationists as well as the rest of the overheated public

By Ben Greely



ERE is July again with its full blast of summer heat! What hardware message does it bring to you? How are you going to keep hardware sales up to par in this hot summer month?

The Fourth was a big day, but then there remains the fourteenth, the twenty-fourth and the thirty-first. You see, there are lots of other July days. They're all hardware days, too. We Americans are a people of

summer vacationists. The highways and byways establish this fact beyond a doubt. You're probably one of these vacationists, yourself, as are many of your customers.

Vacations mean the purchase of July hardware, and, happy thought, August's another of those vacation months, too. Many vacationists are autoists. Lots of them are planning trips—many of them camping trips. Think of the July hardware they will buy in some store—fishing tackle, tents, kit bags, high boots, moccasins, target pistols, .22 rifles, hunters' axes, and ever so many others, in addition to the extras for the auto itself.

Then, July is the month of hot kitchens. These kitchens may be

made cooler by selling the housewife one of your oil cook stove outfits.

Refrigerators are just as timely in July as in June or August.

July flies and mosquitoes can be trained to buzz around "on the outside looking in," if you equip the homes of your community with screen doors, window screens and screen wire for cellar windows. Just think of the comfort you can add to every home, and also of the profits which may be yours, between the first and the thirty-first.

There's lawn hose, too—another



Drawn especially for Good Hardware by Albert Levering

Why Hardware Clerks Die Young

thing to feature in July hardware. The dust from the road always settles thick and heavy on the adjoining lawns and shrubbery. The sale of lawn hose and sprinkler will be the means of keeping those lawns (resh and green.

July is also a month of picnics. Refrigerator baskets, lunch boxes, vacuum bottles, auto blankets and wood fiber dish-sets help make the family picnic a thing of joy and comfort. These little accessories are just as natural to the hardware store as the inner tube or spark plug.

Hardware merchants are human, and, being human, are frequently under the spell of hot and depressing July days. But they must think about making each July day a profitable hardware day.

Let's all stand up to the plate and knock out a home run every day. Let's show old Julius that we don't hold it against him for giving us this month of firecrackers, vacations, mosquitoes, dust, hot weather and picnics.

July days are hardware days. Advertise July hardware. Display July hardware. Sell lots of July hardware, and those home runs will surely come your way.

ONE of our contemporaries points out an interesting fact in connection with the losses sustained by mail order houses. Two factors are partly the cause of these losses.

One is revival of the "buy at home" spirit, which was encouraged by the government during the war, when the upbuilding of little local flour mills, packing plants and other concerns was a conservation of transportation and other national energies. The other factor is the automobile, which all rural folks extensively use for enjoyment and business. Farmers and their wives may patronize mail order houses as much as ever, but their sons and

daughters prefer to buy their clothing, house furnishings and novelties at city stores. "My concern made big profits in women's wear for years," says a mail order man, "but this department last year, with record mail order sales, brought us \$1,500,000 loss."

WE just got a little booklet from Scotland telling us all about "The Iron and Ironmongery Benevolent Association of Scotland." The object of this organization is "to afford relief to necessitous and deserving members of the Ironmongery and Iron Merchants' Trades, resident in Scotland, or their widows or dependents." Anybody want to start an association for the benefit of indigent hardware dealers in America?

AYBE there are no indigent hardware dealers, though. At least our friends in the grocery business seem to think we're all prospering according to a letter just received from Mr. J. A. Lore, of the James McCord Company. Wholesale Grocers, who writes:

"The first time some bird tells you that competition is ten times keener in the hardware field than it is in the grocery field, just send him down to Texas. Why the hardware men in Texas are all riding around in Cadillacs while the prune peddlers are driving Flivvers!

"Just recently the writer swapped his jitney for a Cadillac and all the other grocers hereabouts are refusing to speak to him. They are just sure there is something wrong somewhere. They think he has a graft of some sort that they can't get next to and they're sore. They know dog-gone good and well he didn't make it out of the grocery business."



The Coffield Water Power Washer

MORE sales are made after hours than most people realize.

So keep your windows lighted after you shut up for the night. Let Friend Wife see the water power washer she has needed so long and she can sell it to Friend Husband right then and there. Of course the cash register doesn't begin to ring until the next day but the sale was made after the store was shut up tight.

The Coffield Water Power Washer has been selling steadily for years. But there are still a lot of women who go on washing by hand because they do not realize that there is a washer, the Coffield, that can be operated from an ordinary faucet.

The Coffield motor never gets out of order. Develops speed and power on very low pressure. The washer itself combines all the features we have developed in our seventeen years of experience.

Put this profitable washer in your store Write us for complete information. Please mention name of your jobber.

THE COFFIELD WASHER CO. Dayton, Ohio



ALSO MANUFACTURERS OF THE FAMOUS COFFIEID ELECTRIC PRODUCERS OF WASHDAY SMILES FOR SEVENTEEN YEARS

What are the Prospects for Profits in Selling Electrical Goods?

Is the hardware store the logical place for this merchandise, and if so, to what extent should it be pushed?—how can the potential business be estimated—and what about demonstration, delivery, finance and service? The first of a series of articles covering the entire field of electrical merchandising

By Roi B. Woolley



hardware merchant exists, probably, who hasn't a definite opinion on whether or not the hardware store is a logical outlet for electrical merchandise. And if it is,

to what extent should he push it—what are his prospects for success?

These and other related questions have occupied hardware retailers ever since the possibilities of electrical retailing first became noticeable.

That there has been tremendous development cannot be denied; that the importance of, and the

demand for electric household appliances and devices is increasing, is also true. But there seems to be some degree of doubt as to the position taken by the hardware merchant in this development. Should he go in for it or stay out and possibly see good business go to competitors? That is his problem.

It is the intent of this article and those to follow, to point out the factors in electrical merchandising, with some explanation of the pit-falls to be encountered; to touch upon some of the essentials so often overlooked by the hardware retailer. Even though he be already committed to selling electrical goods, it may help him to review these matters.

At the outset let me say that I believe a stock of electrical merchandise, particularly certain goods, can be carried profitably in the hardware store. But let me qualify it by adding that if the profit is to be consistent with that enjoyed on other legitimate hardware lines, the retailer must look upon his electrical activities as something separate and apart. For there are

elements which enter into the sale of this type of goods not to be encountered in any other branch of retailing. And the merchant who goes blindly into electrical merchandising is handicapped, if not beaten, at the start.

Before any merchant takes on a line of goods he wants to know to whom he can sell, how he can sell them (at what cost) and with what competition he is going to meet. Most

investigation made in 1918 covering 1,219 towns showed that 3,281,747 residences were served by lighting companies and that in 916,137 residences there were only 700.692 electric appliances or than one appliance to each wired home. Today there are still less than 1.5 appliances per wired home. and over 50% of the residences of the country have yet to be electrically wired.

hardware lines have a fairly universal appeal. So, it would appear, do most electrical lines. But they do not. Not only do they not have universal appeal in spite of the educational work done, but there are cases where, even if the individual consumer is properly sold (mentally) on the goods, he or she cannot buy. Only those families having electric service, present the actual market for electrical wares.

True, every day old homes are being electrically connected and But this is not all. Not all these electrical families are good prospects for expensive electrical devices; nor will they be for some time. Some will be able to buy only incandescent lamps at the start. You will want to check the buying power of your community—family incomes—against your competition, against what you can ascertain the number and amount of electrical wares already sold these classes in your community. It should not be difficult. You can find out from your lighting company how many



Photo by courtesy Society for Elect. Development, Inc.

Nothing makes a better window display than a comparison of the "old way" and the new "electric way." Electrical household specialties offer great possibilities for convincing displays

new homes are being built. The market is expanding—rapidly in some communities. It is estimated that today we are over 2,000,000 homes short. Practically every one of these homes will be wired for electricity. On top of this will come hundreds of thousands of reconverted homes that will discard coal-oil and gas lighting for the electric way. The hardware merchant should know his actual electrical market before he decides to become an electrical merchant.

residences are now being served. You can find out where they are. You can check up the general characteristics of these families. Your local income tax records will aid you.

If you are going to sell \$150 washing machines, you must know beforehand the available market, and check up competition to see if already there are not too many retailers pushing washers. So it goes all along the line. Investigation will prove to you whether it is worth while to handle any electrical appli-



This striking way of displaying electric irons made sales

ances and specialties, and if so, what particular merchandise, and at what price. Your own list of customers will help you. Check them against

your local residence lighting list, if you can get it. How manyof them now buy from you? Does your trade come from the poorer classes, the average or the wealthy classes?

Few hardware stores exist on trade from only the wealthy classes. These people do not come into the store to buyspeaking of the ultra classes-remember: your business will come from the great average, or middle class, particularly the sale of household specialties, such as the electric iron, cleaner, washing machine, ironing machine and range.

It is an interesting fact that in the past the very wealthy families have not been the best prospects for the sale of these specialties. Not that they could not afford them, but these people employ servants, and hired-help is the most difficult to sell "newfangled" devices for washing, cleaning or cooking. "My servants are satisfied to do it their own old way" is a common reply to solicitations made among families of the upper strata. So bear this thought in mind in deciding what, where and how you will sell.

A good stunt is to take a map of your city; chart on it the residence customer districts, check these families so far as possible against income tax returns, and what you



Photo by courtesy Society for Elect. Development, Inc.

Here is a corner of a live electric shop, such as any hardware man can have in his own store. Note the latest type modern lighting fixture—the lamp stocks in cartons, lamp display and testing rack, handy cash register and shelf ware displayed in glass show cases

Digitized by GOOGIC



This is the

Johnson Book

on

HOME BEAUTIFYING

which we are advertising so extensively in Ladies' Home Journal, Good Housekeeping, Vogue, Vanity Fair, Harper's,

Country Life, Atlantic Monthly, House and Garden, House Beautiful, and many other national publications. It tells:

- —How to put and keep floors, woodwork and furniture in perfect condition.
 - -How to finish soft and hard woods.
 - -How to refinish old wood in stained and enameled effects.
 - -How to remove old paint and varnish.
 - -How to fill unsightly, germ-catching cracks in floors and woodwork.
 - —How to stain wood.
 - —How to get a beautiful enamel finish on wood or metal.

We want you to have a copy so you and your clerks will be familiar with it.

Johnson's Artistic Wood Finishes

Johnson's Line of Wood Finishes includes Prepared Wax—Wood Dye—Undercoat—Enamel—Floor and Finishing Varnish—Crack Filler—Paste Wood Filler—etc.

Every Johnson Product is manufactured by experts and guaranteed to give satisfaction.

Write for our

"No-Investment Sales Plan for Hardware Dealers" It's a money-maker—and you can deal with your regular jobber

S. C. JOHNSON & SON, Racine, Wis., U. S. A.

"The Wood Finishing Authorities"

Canadian Factory: Brantford

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S. C. JOHNSON & SON, Dept. HD, Racine, Wis. Please send me your booklet on Home Beautifying; also your "NO-INVE MENT SALES PLAN FOR HARDWARE STORES."	
Name	
Address	·
City and State	
My Jobber is	

Hot Sales Plans That Help Sell Goods in the Hot Weather Season

Some thoughts on what the hardware merchant can learn from the story of Mahomet, with practical suggestions on how he can apply the idea in his own store

By Ben Yreely



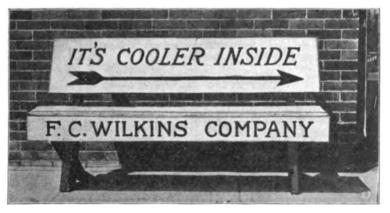
AINLY Old Man Mahomet waited for the mountain. But when he saw that the mountain was getting ornery and wouldn't come to him, he didn't throw up his hands in despair. Instead, he took another hitch in his trousers, put his best foot forward and started hiking toward the critter.

The hardware merchant will find that July business is an ornery mountain that won't just come to him.

Hot weather never got anybody enthusiastic about shopping. But if the hardware merchant will follow Mahomet's lead, he will have no difficulty.

In a study covering the cause of the usual falling away of business during the hot summer months, generally called the "dull season" by the retail merchant, it has been found that the usual exodus from the average city is about 2 per cent. at any one time. At least 98 per cent. of the city's population is at home all the time. This being the case, the slump in business from this cause should not amount to more than 2 per cent.

The remedy for summer dullness in business for any merchant is to take advantage of the lack of effort



One dealer whose store is on a corner where people await street cars gives a service that has real advertising value



Hardware Dealers Make Money Selling Bronze Signs

There is a good profit in bronze signs for buildings and desks, name plates and memorial tablets. Keen hardware dealers never miss a chance to make such a sale.

We will gladly work with you; submit sketches and designs without cost on specific work.

Send for our Bronze Sign Catalog and Price List—be prepared to go after this business.

The Imperial Brass Mfg. Co. 1231 W. Harrison St. Chicago, III.

Makers also of Letters and Numbers, Door Guards, Pull and Push Bars, Kick Plates, Watrous Liquid Soap Fixtures, Imperial Self-Heating Irons, Self-Closing Cocks, Automobile Primers and other Automotive Accessories.



in the competing stores. A little suggestion here and there that the store is a cool place will bring in lots of business.

The store can be made cool and inviting as well as not. The small establishment can do as much toward making the store a comfortable place to shop as the larger ones. Expensive ventilating systems do not always work. The following suggestions will help:

First thing in the morning or directly before the rush of morning trade, have the hose turned on the sidewalk in front of the store. The road may also be wet down freely. And of course wash the store windows every morning. This will tend toward lowering the temperature. It also makes the place look neat and clean in comparison with the other dusty stores.

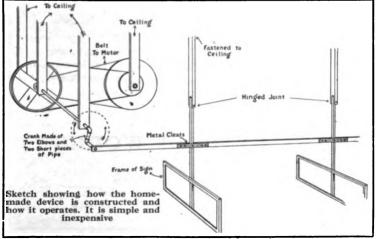
To keep the air moving in his store and at the same time to advertise certain lines of goods, one hardware merchant hit upon a novel stunt. Here's the way it worked.

From the ceiling were suspended large signs, worded on both sides with the names of the articles to be advertised. A small motor was



To make his electric fans do double duty this merchant conceived the excellent idea of using them to advertise his goods

attached, also fastened to the ceiling, by means of which the signs (Continued on page 44)



Digitized by GOOGIC



STANLEY

"Jes-you'll find the same (STANLEY) trade mark on both"

Wrought Steel Hardware and Carpenters' Tools

WHEN you sel' Stanley Wrought Steel Hardware and Stanley Carpenters' Tools each line recommends the other.

When a man who has had excellent service from Stanley Butts—sees the easily remembered trade mark on a Hammer, Plane or on other Carpenters' Tools, he is more than half sold immediately. Carry both lines—carry both lines complete.

Have you both catalogs? Ask for 11 G.

THE STANLEY WORKS

Main offices and plant NEW BRITAIN, CONN.

Branch offices: New York Chicago San Francisco
Los Angeles Seattle Atlanta

How We Sold Two Hundred Washing Machines in Pittsburg, Kansas

A prize-winning letter by the head of the Sell-Atkins Co., of Pittsburg, Kansas, that lets us in on the secret of how a splendid washer business has been built up—and most of it in cash sales

By John Sell



ECEIVED your invitation to write how we sell so many electric washers, and it came at an opportune time since we sold six washers this week

and are full of the subject.

It is not difficult to sell a washing machine if the customer is really in

the market for an electric washer and can afford to buy one. We take for granted, even when the prospect does not express it in so many words, that he or she has read our advertisements, in which we state WHO should buy an electric washer, WHY they should buy an electric washer. HOW MUCH they can buy an electric washer for and what it costs to run one.

Assuming they know all this, we start to explain the operation of the machine, showing them how easy it is to shift the levers, how easy it is to swing the wringer, how easy it is to move the machine, how easy it is to drain the tub, and last how every gear is enclosed for safety and cleanliness.

If they have seen an electric washer in operation, they seldom

ask, "Will the machine do the work?"
But the woman who has been urged by her husband to "get one by all means and stop that growling" wants to know all about its ability to wash clean. At first this was a hard question to answer satisfactorily, but now, after selling two hundred washers, we answer the prospect by asking her where she lives; we then direct her to her nearest neighbor that has one and

ask her to call on that neighbor or phone her. We are never fearful of the outcome. Next, we inquire how large a family she has to wash for and the nature of her husband's business. Then we show her a similar case and refer her toit.

"But, how," asks the dealer just starting in the game, "can you sell a machine when you haven't all these to refer to?" Do as we did. We were a long time deciding on a machine,

ciding on a machine, and finally made a selection of one which seemed to embody what, in our estimation, an electric washer should. After investigating the manufacturer, we told our customers that we didn't know anything about the machine, but we did know the people behind it; that if they'd take a chance with us, they

At the invitation of a large manufacturer of electric washing machines, a number of hardware merchanta contributed letters telling how they sold washers. This splendid letter, written by Mr. Sell, of the Sell-Atkins Co., and based on his own experience as a successful merchandiser of washing machines, won the second prize - seventyfive dollars in cash.

(Continued on page 57)

COLDWELL LAWN MOWERS

"MAKE BEAUTIFUL LAWNS"

SELL COLDWELL MOWERS ON THE LAWN

URING these months of great mower sales possibilities create the buying desire by forceful newspaper "ads" that tie up with your attractive window display. Then, with the customer interested, take *your* mower right out to his lawn and make it his mower by thoroughly proving the many Coldwell features that you and we know them to possess.

Sell him the type to best fit his lawn, explain the perfection of mechanical detail possessed by COLDWELLL LAWN MOWERS, and back up your argument by the Coldwell guarantee.

This is a successful lawn mower sales policy because it does convince—prove it to your own satisfaction by letting us start you NOW with window displays electros and copy.

Write today.



COLDWELL LAWN MOWER CO.

NEWBURGH, N.Y., U.S.A.

ILLUSTRATED CATALOGUE UPON REQUEST

Make Your Store a Headquarters for Canning Supplies This Summer

You can earn many extra dollars by stocking a good kitchen canning equipment—preserving kettles, pressure cookers, boilers, racks for jars and all those little accessories the housewife is going to need to make her work easy

By Luke Hoskins

"HELLO, is this Joynes and Barner's grocery?

"This is Mrs. Milton Russell speaking—I forgot to include a half dozen cans of that special brand of peas you always bring me, when I called you up earlier this morning. Please don't forget them on your first trip this way."

If Mrs. Milton Russell and thousands of other housewives like her had thought more about canning and preserving, last season, her weekly grocery bills would be much smaller; also, during the year, she could have treated her family to home grown vegetables and fruits,

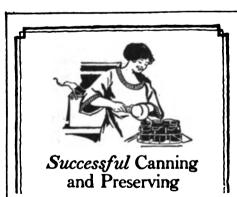
almost as fresh as if just taken from garden or orchard.

Perhaps it wasn't all Mrs. Russell's fault, however.

Perhaps her hardware dealer didn't lay due emphasis on the value of preserving these home grown fruits and vegetables during the canning season.

It is claimed by authorities that at least forty per cent. of all the fruit and vegetables raised in our gardens and orchards is wasted each year, and this surely does not come up to our boasted standard of American efficiency.

For the three summer months, we



FOR PRESERVING TIME

we suggest Wearever Aluminum Preserving Kettles and Sauce Pans We carry a good assortment in the different sizes.

We can also furnish a good grade of kettle in enamel ware. "Stirring spoons are necessary, too.

Most important of all is the preserving, itself. Are you going to stand over a hot coal or wood fire, or will you use,



Equip your kitchen with a Plorence Automatic Oil Cook Stove; use it for preserving, and also through the year. Takes up little space in your kitchen and is a great fuel and time saver. Quick and easy to operate: Turn it out when you doe,'t want to use it. Keeps your kitchen cool and comfortable. Dou't put off buying one any longer. Buy it now.

I. VAN VORIS, Cobleskill, N. Y.

Mr. Van Voris acts as guide, counsellor and friend to his customers in his advertising



and illustrates the confiillustrated.

dence that you can place in Columbian, the rope with the red, white and blue Tape-Marker guarantee in every Whether those men work six or sixteen stories up it's all the same to them when they know that every foot of the rope contains this marker."

Mr. Dealer—Columbian has a special appeal to men on such hazardous jobs as the one

The knowledge that you sell the rope with the red, white and blue Tape-Marker guarantee of strength and durability, will draw them to your store for all their cordage requirements. you prepared to supply the demand for Columbian? If so, let us send you a large poster card to place in your store window featuring the Tape-Marker.

Columbian Rope Company

432-80 GENESEE ST.

Auburn, N. Y. The Cordage City

Branches: New York Chicago Boston Baltimore Houston

have on our tables a splendidly balanced ration of vegetables and fruits, and during the other nine months of the year, we are too prone to forget them and give a marked preference to meats and butter fats. We forget the former, naturally, because we can't run out to the garden and pick them.

A further and rather astounding statement is made that from sixty to seventy per cent. of all human ailments can be laid at the door of

improper diet.

Now, how to get away from such conditions, and how to help the thousands of Mrs. Russells who have to call up the grocery store every time they want a can of fruit or vegetables for their table?

We all know the simple answer— HOME CANNING, for by means of this sanitary preservation of foods, the housewife can serve green peas or beans, or preserved pears, plums or peaches in mid-winter, almost as fresh and delicious as when gathered in the summer time.

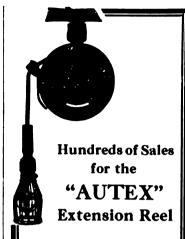
Home canning can be so planned by the housewife that she can serve the family with these home grown fruits and vegetables right through the years, from one growing season to the next, and think of the treat to the family, as well as the considerable saving in dollars!

Now that another canning season is here, we hardware men must follow that sage old saying about making hay while the sun shines, for it won't last forever, as you know.

Housewives must be reminded that our stores are their headquarters for canning supplies.

Some housewives seem to look forward to this busy season but there are others who need to be reminded that time is fast slipping by, and that if they keep putting off until to-morrow, they'll surely join that vast number of Mrs. M. Russells who must order these things from their grocer, later on.

(Continued on page 61)



Every industrial plant, every repair shop, every private or public garage, in fact, every place where electric light or power is used, is a prospect for from one to one hundred "AUTEX" automatic extension reels.

The "AUTEX" automatic reel takes up the slack cord on extension lights and on portable electric tools. Enables light or power to be used anywhere—under an automobile or inside a piece of machinery. Swivel joint permits cord to be reeled out in any direction.

Send for complete information as to the number of prospects in your town and the profit possibilities of the "AUTEX." Or send for a sample reel for your own shop. Ten days free trial. It will sell enough to your regular customers in that time to pay for itself.

Cincinnati Specialty Mfg. Co.

INCORPORATED

Cincinnati, Ohio

Digitized by GOOGIC



Is the Original Genuine Safety Coaster Wagon

With Auto Steering Knuckle—Tipping and upsetting is absolutely impossible—All gearing made of malleable iron and cannot break—Axles, cold rolled steel—Natural hardwood bed, trimmed in red, with beautiful colored name plate. Extra strong 10 inch ball bearing wheels, either disc or wood spoke.

An exclusive and original feature furnished only on THE DAN PATCH WAGON.

This is only one of many other exclusive features in our coaster wagons. Descriptive matter furnished and special prices quoted on Holiday Lots.

THE DAN PATCH GOMPANY

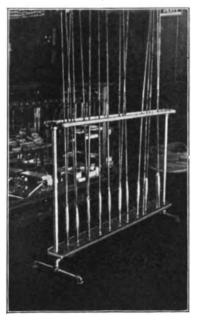
CONNERSVILLE, INDIANA, U.S.A.

These Fixtures Can Be Used for Fishing Poles or Horse-Whips

Two practical ideas conceived by western hardware dealers and now in use

A WESTERN hardware merchant has turned his door into a profitable display window. Our illustrations show just how it was done and how easy it is to copy. During the summer months fishing rods are exhibited and in the winter, long whips. A light on the inside, over the door, attracts attention to the display after the store is closed, giving it as much prominence as those in the regular windows.

One of the accompanying illustrations is of the actual display in the door while on the opposite page is a drawing of the arrangement which shows how simple the idea is.



With this rack, which is movable, the merchant can put his horsewhips or fishing poles up front at the right season



A door which has been turned into a profitable display window. It is homemade and easy to construct

In order to put fishing poles up in front at the right time and to keep them from occupying but three or four feet of floor space, the Biggs-Kurtz Hardware Company, Grand Junction, Colo., had a rack built which has been very useful. The frame is of gas pipe and is fitted with poultry netting at the top to hold the poles. A plank base with wells bored into it receives the butts of the poles.

It's a might good suggestive salesman, says this firm, and this same rack can be used for horsewhips during the fall and winter.

To link up the sale of rods with tackle, one store found it a good idea to reserve a corner of its windows for displaying tackle. articles shown were changed frequently and along with them were cards telling when the season opened for different kinds of fish. where the fishing was good, etc.

The display attracted the attention of passers-by who stopped to read the cards and often came in to make inquires or purchases. In this way, the store established a reputation for selling reliable tackle and for handing out reliable information to fishermen.

Another good stunt for boosting sales is to put up a case outside the store entrance containing tackle and supplies.

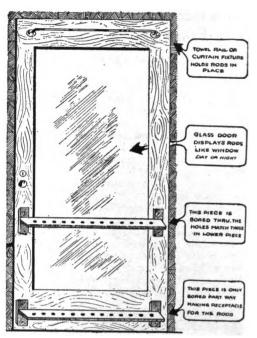


Diagram showing how door can be converted into a display window for either fishing rods or horse-whips

A Hardware Clerk to His Lady Love

He loved as only a hardware clerk can love, but the course of his love not running smoothly, he felt impelled to write his fair one a letter of protest, which he did in these words:

Dearest:

Last night when your father appeared you saw me make a bolt for the door. It may not auger well that I did not brace up when the old screw nailed me on that of awl subjects, but I saw he was on the wrong tack. If I haven't chiseled a place in your affections by drilling around several times a week I might as well die. I don't screen the fact I'm nuts about you but I want to file a protest when I am sent to the bench for a spoon. It was shear luck that he should spring in and find you clasped to my heart and locked in my embrace, and grill me. Next time he may hammer on the latch all he pleases but I won't let that old monkey wrench you away from me.

Awaiting your further orders, I remain

YOUR OWN BILL.



EVERY BOY wants a "COLUMBIA" BOYCYCLE WITH COASTER WHEEL and BRAKE, It is absolutely new and original. It is magnificently built and finished in the attractive and substantial style of the famous "COLUMBIA" Two-Wheel Bicycle, who build this new "COLUMBIA" BOYCYCLE.

ITS FREE FRONT WHEEL enables the Boy to coast or propel the machine at will, or to stop it by means of the Brake.

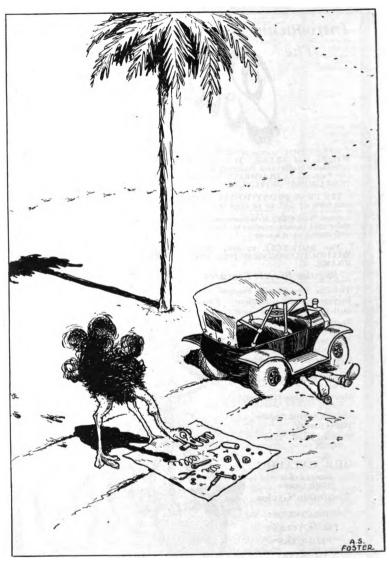
Each BOYCYCLE is correctly built to give a natural position to the rider and insure moderate, healthful exercise. It rides noiselessly and will stand hard usage.



Prices and terms cheerfully sent on request.

Please state the name of your jobber

STEINFELD BROS., 116-120 W. 32d St., New York Sole Distributors of the "Columbia" Juvenile Line



\$100 in Prizes for the Best Titles to This Picture Send Your Answer in Today

Digitized by GOOGLE

Now is the Time to Go After that \$100 Prize Money

For the best titles to the picture on the opposite page, nineteen awards will be made. The contest, open to all hardware merchants, jobbers, salesmen, clerks and members of their families, will close August 20

A LREADY hundreds of answers to the new picture title contest have started to pour in and every one seems determined to grab off some of that \$100 in prizes. Send in your title early if possible, although none of the answers will be placed before the judges until the final gong sounds on midnight of August 20.

There were so many clever answers to our last picture title contest that we decided we'd just have to run another one to give people another chance. And this time there are 19 prizes in all so that there is no reason why every reader of GOOD HARDWARE should not have a try. You may be the one to get the \$50—or the \$20 or the \$10

or the \$5! And then there are 15 other awards of \$1.00 each. More prizes mean more chances of winning one of them.

If the man hanging the picture provoked sympathy, surely the poor fellow under that automobile deserves it. His predicament has already inspired a great many of our readers.

Make your answer original, clever and to the point. Try to think up something that isn't too obvious. And if you are lucky enough to think of two or three titles or a whole lot, send them along. The more the merrier! But be sure to send in at least one and don't wait till the last minute. Do it now!

THE CONDITIONS

- 1. There will be 19 prizes in all. The first prize will be \$50 in cash; the second, \$20; the third, \$10; the fourth, \$5; and 15 other prizes of \$1.00 each. These prizes will be awarded to the men, women or children sending in the most clever and appropriate titles to the picture which appears on the page facing this one.
- The contest is open to all Hardware Merchants, Jobbers, Salesmen, Clerks and to members of their immediate families.
- 3. Answers should contain the title, the name of the contestant and the hardware firm with which he or she is connected. Also, the firm's address.
- 4. No title may contain more than 12 words. Contributions longer than this cannot be considered. Each title submitted must be on a separate sheet of paper.
- 5. Titles may be in prose or rhyme. They may be original or quoted from the Scriptures or from any author.
- 6. The picture will be reprinted in the August issue to give every reader ample opportunity to compete. The contest closes at midnight of August 20, 1921 (Eastern Time).
- 7. The judges will consist of the editors of GOOD HARDWARE, ADVENTURE and THE DESIGNER.
- 8. If two or more persons send in the same winning title, each will receive the same award.
- The winners will be announced in GOOD HARDWARE as soon as possible after the closing of the contest.
- 10. Send answers to Contest Editor, GOOD HARDWARE, in care of the jobber whose name and address are on the front cover of the magazine.

"Save Your Back with a

CADILLAC"





The Basis of Cadillac Superiority

A vacuum cleaner can be no better than its motor. CADILLAC motors are made in our own plant. They are oversize, as compared with others, to insure cool running. There is more steel in the core and more wire for resistance. All armatures are wound with double silk wire.

These are the points which the dealer appreciates. They constitute the basis of Cadillac superiority. They are what you should demand of a vacuum cleaner.

But the big features of the Cadillac are its easy operation and the fact that it gets all the dirt without injury to the nap.

Ask Your Jobber or Write

CLEMENTS MFG. CO.

610 Fulton St., Chicago, Ill.

Canadian Factory: 70 Duchess St., Toronto, Ontario, Canada

Young Salesmen Should Think Twice Before Rushing Into Matrimony*

Being married not only interferes with the accumulation of working capital but takes up a lot of valuable time which might be employed in improving their minds and their business

By Saunders Norvell

Illustrated by Tony Sarg

ORE good salesmen have been wrecked on the shoals of matrimony than on any rock in the uncharted sea of life. Which isn't saying that matrimony is altogether a bad thing, for we know from experience that if used with intelligence, judgment and discrimination-if we have a little luck-it is one of the greatest blessings of the world. But a lot of young salesmen jump into it too quickly, without an understanding of what they are doing, whither they are wending or how they are going to get through-

the pretty face, the soulful eve, the warm, pulsing breath, and the soft stuff befuddle their heads.

Impulse, not judgment, is their guide; and impulse often has no sense, so for a lifetime and a day they are under a perpetual sentence of death-if they escape alive they're fortunate.

In the first place put it down that all this talk about two persons being able to live as cheaply as one is "piffle." It can't be done. A good formula is to multiply one by three



*Copyright, 1921

Some of the calico girls have long been fostering an appetite for fine silks. and when they get you for the family provider, look out for your monthly bills!



With Shakespeare, marriage was a battle royal from the altar to the grave, with the honors gravitating to William's wife

and you will arrive nearer to the correct figure.

Don't conclude that because a girl has never worn anything but calico or that she works in a shop, she will be of the economical variety when she has landed you. As a matter of fact, the rule works the other way. Some of the calico girls have long been fostering an appetite for fine silks, and when they get you for the family provider, look out for your monthly bills!

In a Western city I knew two brothers who inherited their father's business. One brother married young and had a large family of children. His family was so large that it kept his nose pretty close to the grindstone, so he could not build up a surplus. The other brother late in life married a very poor girl. This brother used to tell me with tears in his eyes of his young wife's extravagance. Her monthly bills

gave him palpitation of the heart. On account of her extravagance he took out \$100,000 life insurance. Now, this is what happened. He died and the poor girl not only had his half-interest in the business but she also had \$100,000 in cash. The possession of money often makes people economical. Only the poor can afford to be extravagant.

Soon afterwards it happened, on account of bad times, that the business became "hard up," so the widow loaned them some of her cash. As times continued to be hard, the remaining brother in the business with the large family could not pay her back, and she finally secured practically all the stock in the business. The remaining brother died, and the "poor girl" then took entire charge of the business, putting a relative of hers in as manager. The other wife and her children went to work to earn their

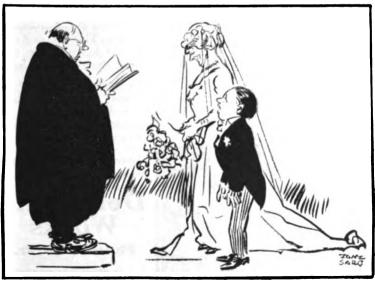
own living. It is a strange twist of fate that being extravagant should have made this woman's fortune. Times changed for the better, and her business is now very prosperous.

My advice to young salesmen is to think twice before rushing into matrimony. In years gone by I used to read the letters of the head of the house before they were sent out. If there was any doubt about the advisability of any letter, I was expected to hold it over until the next day. In one of his letters to a salesman the head of the house wrote: "It is easy to get married, but it is h--- to keep house!" held this letter over, and when I brought it into his private office the next morning, he said: "What is the matter with that letter?" "Nothing." I said, "except that this particular salesman got a divorce from his wife last week." "I guess," he said, with a twinkle of the eye, "I had better change that sentence. does not always pay to tell too much truth."

Being married not only seriously

interferes with the accumulation of working capital, but it also takes up a lot of valuable time, which may be usefully employed for the young salesman's future good. voung man should view life as a whole. Is it not better, for instance, for him to postpone getting married until he is in his thirties, and get a good start with money in the bank, than to get married in his early twenties and devote most of the early years of his life to fighting the wolf away from the front door? When we are in our thirties, we think clearer, have more ballast, more self-control and can judge better what we need.

We are all of different types and temperaments, and the wise man knows that if marriage is to supply the happiness he seeks, compensate him for the sacrifices he is willing to make to secure it, and prove a permanent benefit to his life, his only hope is in the selection of a woman in harmony with his own Picking a temperamental type. (Continued on page 66)



A young man should avoid as a general thing marrying a woman older than himself

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Sell This Guaranteed File

-Carpenters Will Come Back for More

What Users Say

Expert's Choice Files are real saw files, the best I have ever used, and I have been filing saws for more than thirty (30) years Charles W. Lamb

127 Madison St., Staunton, Ill.

I am head filer of Circular, and Hand Saws for Thompson & Starrett Company, also for Stone & Webster Construction Company, I use only the DELTA file, and have filed fifty (50) hand saws with one file and will bet I can do it again.

B. F. Benter, 7117 Cedar Ave., Cleveland, Ohio

The Expert's Choice files 18 saws and is cheaper at a cost of 50c than the ordinary files at any price.

Frank Luther, Chicago

THE man who uses a file likes the Expert's Choice because it does twice the work of an ordinary file—in half the time. The Expert's Choice nearly doubles the value of his time.

It's in the Quality—in the cut of the tooth and in the length of the stroke. It gives a stroke more than twice as long as the ordinary six-inch saw file. This makes it cut faster and last longer. See the illustration at the top of the page.

You can guarantee to give a man his money back if the Expert's Choice does not prove to be the most economical file he has

ever used.

Write for more information to your jobber or to

Delta File Works

Philadelphia, Pa.

This sign will be supplied to hang in your store



Strong Opposition to Sales Tax is Revealed in Hearings Before Senate Committee

Most members seem convinced that the sentiment of the country is against the proposed tax legislation. Early repeal of excess profits and surtaxes is expected, however

By J. W. Rixey-Smith

Washington Correspondent for GOOD HARDWARE

In its opening skirmish before the Senate Finance Committee, the sales tax seems to have suffered a set back. Half a hundred representatives of all conceivable kinds of interests, from cough drop manufacturing concerns to fire

engine constructors, appeared before the Committee in Washington and sang the first stanza of the bill's swan song.

All members of the committee except Senator Reed Smoot. of Utah, author of a bill introduced on April 21st as "The Sales-Tax Act, 1921," indicated in a canvass that they had sized up the general temper of the nation's business to be opposed to the measure. In fact, an unofficial caucus of the entire legislative body re-

vealed similar sentiments although the conviction dominated that public opinion called for a speedy repeal of the excess profits tax, the surtax and higher brackets of the income tax.

During the concluding day of the hearings Prof. Edwin R. A. Seligman, McVikar Professor of Political Economy of Columbia University, New York, and executive head of the institution's department of economics, in a comprehensive discourse on the history and modern application of taxes similar to the one proposed, presented a convincing epitome of the arguments advanced by those who appeared

before the committee in answer to those propounded by Senator Smoot in a speech on the Senate floor the day he introduced his bill.

"So far as the history of the sales tax is concerned," said Prof. Seligman, "there is a great misconception about it in this country. There have been many examples of taxes on the sale of particular commodities, but, with a few exceptions, there have been only sporhadic efforts made in any country or at

any time to levy a tax on all sales in general, and whenever a general sales tax has been attempted it has met with resistance and consequently with little success."

Continuing by tracing the disappointments of the present day enforcement of the sales tax in Germany, France, Mexico and the Philippines, Prof. Seligman declared that the general sales tax

"Whenever a general sales tax has been attempted, it has met with resistance consequently with little success," Prof. E. R. A. Seligman, the eminent economist told members of the Senate Finance Committee. "A general sales tax sine against the cardinal principle of equality of taxation. It is a tax on necessities, and therefore it is a sort of upside down income tax."



Queen Incubators

Are good machines for dealers to sell, for they stay sold and operate without trouble.

The Queen is known throughout America as a high grade moderate-priced incubator that hatches chicks that live and grow.

Let us help you equip an incubator department. Write us.

Queen Incubator Co. Lincoln, Nebraska

constitutes the last resort of those countries which find themselves in such fiscal difficulties that they must subordinate all other principles of taxation to that one principle of adequacy.

In addition to the administrative and fiscal objections to the sales tax, it also sins against the cardinal principle of equality of taxation,

according to the professor.

"There is no objection to all taxes on consumption," he said "for it is believed that every well-balanced system of taxation should include indirect as well as direct taxes. But there is consumption and consumption. There are articles of luxurious consumption; there are articles of necessary consumption. Most of the sales taxes, with a few exceptions, that we have in this country are taxes on the sale (and sometimes on the production) of articles of luxurious consumption or of the widespread consumption of what can not be called real necessities.

"But when you come to a general sales tax, you are dealing with a tax on necessaries, inasmuch as the great mass of sales are sales of necessaries. Therefore, as the French writers of the Middle Ages pointed out, a general sales tax is a sort of upside down income tax."

The advantages of the sales tax, as outlined by Senator Smoot before the Senate, are these:

Extreme simplicity of assessment and collection.

Each taxpayer pays out of his gross income his sales tax and automatically grades the amount according to his ability to pay.

The tax rate is low and uniform on all goods, wares and merchandise.

The taxpayer can tell to a cent and with absolute certainty and a minimum of effort at the close of each business day exactly where he stands as to profits and tax liability.

These convictions were also expressed by some of those who



Heekin Cans

For Lard and Sorghum Lead the World

HEEKIN superiority in lard can construction is strikingly demonstrated again.

Our special equipment and methods insure absolutely undeviating quality and positive reliability so as to keep contents as fresh and pure as when packed. The superb lithographing produces attractive cans and you get a package which is staunch, sturdy and serviceable—and beautiful, besides.

Heekin Cans Are Leakproof

The distinctive method of seaming bottoms makes HEEKIN lard and sorghum cans leakproof. No danger of contents running out. The famous HEEKIN quality is embodied in these 50-lb. cans whether ordered in large quantity or in 3-dozen lots. They're to satisfy you and your customers.

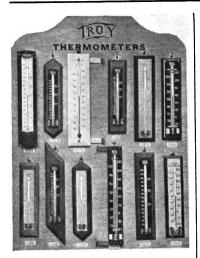
Heekin Cans with Your Advertisement

Our new department will be glad to give you full details about having special cans made with your advertisement of stoves, tires, tools or in fact anything you may desire. 50% of the population is rural. Your goods go into their homes. Why not let Heekin cans advertise them? Investigate! Today!

We sell wholesalers and jobbers only-drop shipments as specified.

The Heekin Can Co.

Sixth and New Sts. CINCINNATI. OHIO



The New TROY Thermometer Assortment

Consists of 48 Thermometers to retail from 52 cents to \$2.00 each. An assortment that will sell rapidly.

Includes handsome display board of imitation oak which holds twelve thermometers.

There is a big profit for you in this. Write at once for prices to your jobber or direct to us.

WILDER-PIKE THERMOMETER CO.

TROY, N. Y.

appeared before the committee, although it was evident that the majority of the interests represented were disinclined to look upon the sales tax as the most judicious plan for supplementing the income tax as the country's principal source of revenue—assuming that the forthcoming tax legislation will provide for the repeal of the excess-profits tax, the surtax and the higher brackets of the income tax.

In framing these measures the legislators are striving to make the levies as painless as possible and as nearly adequate as the condition of the nation's economics will allow. The repeal of the excess-profits tax will recall from investment in nontaxable securities a ponderable amount of capital so that, providing an acceptable scheme is evolved for the replacement of the revenue lost by the abolition of the excessprofits tax, the utilization of this formerly stagnant capital portends an expedient return to normal and a stimulus to prosperity.

Father was Safe

"Two men got into a fight in front of the bank today," said a man at the family tea-table, "and I tell you it looked pretty bad for one of them. The bigger one seized a huge stick and brandished it. I felt that he was going to knock the other's brains out, and I jumped in between them."

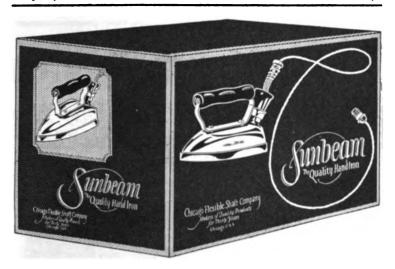
The family had listened with rapt attention, and as he paused in his narrative the young heir, whose respect for his father's bravery is immeasurable, proudly remarked:

"He couldn't knock any brains out of you, could he, father?"

On Tour

With but three minutes to catch his train, the traveling salesman inquired of the street car conductor, "Can't you go faster than this?"

"Yes," said the bell ringer, "but I have to stay with my car."



The SUNBEAM is just what you need right now to stimulate your electric iron sales.

To a woman the appeal of a SUNBEAM is irresistible.

The handsome iron, the beautiful stand, the quality appointments, the distinctive carton—are the finest ever offered.

The price satisfies all.

Complete information immediately from your jobber or from us

CHICAGO FLEXIBLE SHAFT COMPANY 5614 Roosevelt Road, Chicago, Ill.

Thirty Years Making Quality Products



Now-a Parlor F

—the New-Day Way of a Say Means the Passir



peless Furnace!

leating Which Stove Men r of the Old-Time Stove

Write or Wire for Information

Its name is the Estate Heatrola. Its purpose is to afford pipeless warm air heating for small homes, bungalows and stores, with or without basements.

It is backed by the guarantee of The Estate Stove Company, for more than 75 years known for the excellence of its stoves

and ranges.

It is a practical and efficient PIPELESS WARM AIR FUR-

NACE that heats 3 to 6 connecting rooms.

It looks so much like a phonograph that you might take it for one. Finished in rich grained mahogany to harmonize with finest home furnishings.

Now being heavily advertised in FULL PAGE SATURDAY EVENING POST ADVERTISEMENTS. Thousands responded to first ad. The Heatrola is the BIG THING in the business today.



THE PARLOR PIPELESS FURNACE

Put one in your show window, then watch the crowd gather. Who wouldn't stop to look at a furnace that looks like a phonograph? And note, too, this means NEW business for you. People will discard stoves for this new-day way of heating. People who have no basement in their homes or who can't afford a regular furnace, will buy quickly—the Heatrola sells for less than half. People who hadn't even thought of buying a new heater for next winter will buy just as quickly. The novelty and practicability of the Heatrola will create new business.

Write or Wire

The Estate Heatrola is without competition. It will outsell oldtime heating stoves wherever shown. Present Estate dealers will get the preference, but dealers everywhere are invited to communicate with us at once.

THE ESTATE STOVE CO., HAMILTON, OHIO

Hot Sales Plans That Help Sell Goods

(Continued form page 10)

were set in motion. In this way they served as electric fans, and kept the store cool and comfortable all summer.

The accompanying illustration is an actual photograph of the interior

clearer idea of the actual cost. The fact that the reel was included in the outfit sold many more reels than would otherwise have been sold.

Another dealer, whose store is situated on a corner where a great many people wait for trolley-cars, put a seat on the blind side of the building. In summer it reads,



This merchant suggests cooling by a neat window display of refrigerators, thermos bottles and fireless cookers

of the store showing the signs in use and the sketch shows in detail just how the device was constructed. It is very simple. The crank is made of two elbows and two short pieces of pipe. Whenever it is desired, the signs can be slipped out of the frame and replaced by new ones.

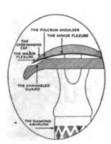
The window displays, too, should reflect the comforts of the summer lines for sale. They should contain articles that will suggest coolness, and the flies and dust should be eliminated altogether.

A hardware merchant found it a good stunt to make a combination offer of a hose reel, nozzle, fittings and fifty feet of hose. The outfit being priced gave the customer a "It's cooler inside" (see accompanying photograph); and in winter it reads: "It's warm and dry inside." This is a helpful bit of service and frequently makes sales because people find it convenient to shop while they wait.

If there is any part of the windows exposed to the interior of the store, see that there are neat, cool-looking curtains instead of hot-looking hangings. See that no hot glare from the direct sunshine is allowed to penetrate to the salesroom. Have electric fans placed at strategic points so that no matter where a customer happens to stand or sit, there will be a cooling breeze to attend him.

Awnings should be lowered to

MORE BUSINESS than in 1919 Boom Times!



The New Improved GILLETTE SAFETY RAZOR

Uses the same fine Gillette Blades as you have known Blades as you nave known for years—but now your Blades can give you all the luxury of the finest shav-ing edge in the world. Identify the New Im-proved Gillette by its

rled Han l Trademark on

Finer Shave-Longer Service More Shaves from your Blades In SILVER and GOLD

Shaving Sets ad Traveler Outlits

\$5 ~ \$75

The New Improved Safety Razor

Patented January 13th, 1920

is the fastest moving article of merchandise in the dealer's hands today.

Every user of the old-type Gillette a prospect for the New Improved Gillette.

New users by the thousands coming to the modern Gillette way.

Dealers who sell the Gillette line are assured a never-ending source of profit in repeat orders for Gillette Blades.

Any hardware merchant who has not yet stocked the New Improved Gillette should write for particulars.



GILLETTE SAFETY RAZOR CO., BOSTON, U.S.A.

New York Chicago San Francisco Montreal l ondon

Geneva Paris Shanghai Milan Amsterdam Calcutta

Port Blizabeth Rio de Janeiro Sydney Singapore

Constantinople Buenos Ayres Tokyo Copenhagen Madrid Brussels

ionale



SEMPLE RUBBER CO., TRENTON, N.J.

darken the store. This has the effect of reducing the temperature, but it also gives the store a cooler and more inviting appearance. The hot glare of the sun is in contrast with the dark cool interior.

Common hand fans should be provided for customers to use and it would also be a good plan to have them so cheap that the clerk can say "It's a hot day. Take that fan along—it will help to keep you cool in the hot stores you have to shop in yet."

If the floors can be sprinkled occasionally, the water will help to cool the room. This can only be done in some classes of stores, of course.

Cool drinking-water should be provided for customers. Ice-water coolers can be purchased at reasonable prices. Have one prominently placed and use it as a pleasing invitation to enter the store. Also, if you stock coolers, this is a good way to advertise them.

If the clerks look hot and tired, the customer will begin to wilt also. Have the suits worn by the men in the store of light materials, avoiding black and all warm colors. Light linen-colored Palm Beach suits are preferable.

Just do it the "other way" and you will get it across. Get a reputation for a cool store and you'll get plenty of business to keep you busy in the hot months of the year.

Department Store Special

Why, Hello, Pat, I hear you lost your job in the Department Store. Oh, yes, I got fired.

You got fired? How did that happen?

Oh, I just took a sign from a lady's shirt waist and put it on a bath tub.

And you got fired for that? Well, tell me what the sign read.

It said, "How would you like to see your best girl in this for \$2.75?"

—Keeping in Touch.

MONARCH

Washboards

The Line that Meets The Demand Everywhere

The Monarch line includes the kind of washboards that the women in your town want.

In one part of the country women want one kind of a board—in another state a different number may be a big seller.

We have studied the demand in every section of the country and we make a quality product to satisfy everybody everywhere.

Built to last, of finest materials we can get. Built to bring repeat business to the merchant who sells them.

Sell the line with the guarantee

Order through your jobber

The Monarch Mfg. Co. Tiffin, Ohio



Digitized by GOOGLE

Brass Ruler

Just one of the patterns we make. Made of High Quality Heavy Sheet Brass

The Display That Will Sell Goods



Witt Corrugated Cans and Pails

A display of Witt Corrugated Garbage Pails during the summer will increase your sales.

Backed by national advertising, the Witt Corrugated line, with the yellow label, lends distinction to your store—reflecting quality clear through.

Display Witt Corrugated Cans and Pails and watch your summer sales grow.

Your jobber can supply you.

The Witt Cornice Co.
Cincinnati

Prospects for Profits in Electrical Goods

(Continued from page 15)

know of their buying habits. In turn, figure up your competition, the electrical and non-electrical stores handling such merchandise, their method of selling, and the position occupied by your lighting company with relation to all these. If you can get a line on the number of appliances sold (average in the case of each type of appliance), you should then be able to answer the question: "Will it pay me to go in for electrical merchandising?"

But we have not finished. There are certain fundamentals which the merchant who intends to retail electrical household labor-savers must consider, both before he decides to go ahead and after he has done so. These are Demonstrations, Deliveries, Financing and Service—four rocks upon which many retail electrical businesses have foundered.

At the outset let it be understood that most electrical labor-savers are not staples, in the same class as nails, paint, cutlery, etc. have been considered by consumers mostly as luxuries. They have not for the most part been bought; they have been sold. There is all the difference in the world between goods that must be sold and goods that are bought by the consumer. Keep this great truth in mind. And for the most part, electrical household devices and appliances must be sold if the retailer would secure adequate profit. With the possible exception of incandescent lamps and certain lighting fixtures, electrical merchandise moves off the floor in exact ratio to the sales effort and impetus put behind it.

There are many hardware stores doing what appears to be a profitable business in this line who are buying and selling their electrical wares as they buy and sell their hardware. But I know of many

Your Store Display is Not Complete without this



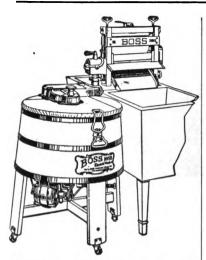
to send customers to your store looking for

Hercules Cold Soder The Metal Mender

If they don't see a Hercules carton on display, they'll go to some other dealer-or send direct to us. We'd rather they'd buy from you.

ORDER TODAY FROM YOUR JOBBER

ERCULES PRODUCTS Co. ouncil Bluffs, Iowa. U.S.A.



SELLS WELL even in dull times

This new Boss Electric Washer sells at retail for less \$100.00—a price your customers can afford to pay.

Not a cheap washer. It has the largest and highest grade swinging wringer made. This is just one instance of the *Quality* of the Boss Electric. Has features not found on some washers costing almost twice as much.

No matter what make of electric washer you may be handling, you need this low cost Boss Electric. It is just the washer you can sell to people who will not or can not buy the higher priced machines.

If your jobber cannot supply you write direct.

THE BOSS
WASHING MACHINE CO.
CINCINNATI, OHIO

Manufacturers of Washing Machines Exclusively since 1889

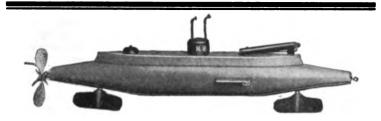
BOSS Electric Washer such cases where, when they have revised their cost sheets and charged against their electrical departments all proper expenses, including service to customers, they have marked up "no profit." I stress this point because I would rather have a hardware retailer go ahead with his eyes wide open, knowing what he must do to secure the greatest profit, than to have him leap blindly into electrical retailing ignorant of these essentials.

Understand, please, that I do not say a profit cannot be made on certain electrical merchandise sold in juxtaposition with regular hardware lines. The point is that the electrical retailer should appreciate the fact that this merchandise is most profitable when pushed and that it can be a great loss when left to move itself.

A hardware man may be a good buyer; he may properly analyze his market; he may know how to get the best cooperation from his jobber, or the manufacturer; he may know all there is to know about store selling, but unless he appreciates the need of specialty selling tactics, he cannot make much of a success as an electrical merchandiser. "You've got to follow customers into the home, or go out and get them in the home and bring them into the store," said a man who knows.

Don't be too much discouraged at this. How were automobiles sold? And sewing machines? And farm wagons? There are over 8,000,000 automobiles in use—more than the total number of washing machines and electric cleaners. And the investment for the motor car is many many times that for the electrical product. Furthermore, there is no end to electrical development in sight nor will there be for years. This just shows the possibilities.

To return to the four fundamentals. Sales of household utilities require demonstration, either in the store or in the home, or both. Your



Kingsbury Mechanical Boats

We have prepared especially for your store an assortment of eighteen Mechanical Boats consisting of the following:

Five No. 640 Destroyers

Two No. 650 Destroyers

Five No. 645 Transports

Two No. 655 Transports

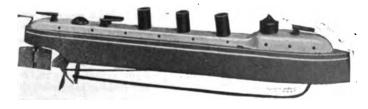
Four R2 Submarines

We will deliver these to you for \$10.00, east of the Mississippi (\$10.50 west, to the Pacific Coast). They will return to you \$17.50. Even if you have never stocked Toys, you will find this a very profitable side line.

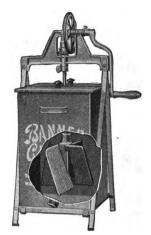
We are so certain of your satisfaction that we offer to pay return charges and immediately refund your money if you are not fully satisfied with your investment. If you prefer we will be pleased to first send a sample boat.

Kingsbury Manufacturing Co.

Keene, New Hampshire



Digitized by GOOGIC



Your Customers Designed This Churn

For forty years we have made churns. Yet the Banner steel churn was designed by women rather than by us.

Women who make their own butter told us they wanted a small churn—that is easy to clean—easy to run—that is thoroughly sanitary—and that sells at a moderate price.

The Banner is built on their specifications. It sells because it is just what women want.

Made Right—Priced Right. If your jobber does not have the Banner line write us for prices.

The Standard Churn Company

Wapakoneta, Ohio Makers also of Glass, Sunken Lid Dash and Barrel Churns. customers won't want to buy until they know how it works. cleaning, washing, cooking, etc. must be done. With small appliances this is not so much of a problem. But the high-priced specialties are not bought on "hope, faith or charity," but because they will do a certain thing better than the old wav-and the size of the investment makes the woman doubly reluctant with her dollars. This all costs money. It is a form of promotion and pioneer work which the retailer must plan to accept if he expects to cash in later. remember this: each device well sold means a pleased customer, and each pleased customer can be depended upon to sell several others.

Then there is the problem of deliveries. If you have your own delivery system, well and good. Many retailers do not realize that large household devices, such as the washing machine, usually require two men to place each machine. And, in the case of the washer, range, ironer and dishwasher, it is sometimes necessary to remove and replace the product several times. Part of this cost comes under the head of service, that's true, but do not overlook delivery costs.

The financing of deferred payment sales is a serious problem. Investigation shows that the greater percentage of electrical appliance sales have been made on this basis. Not every hardware store is prepared to accept time payments. Yet it will be more than likely that there will be a dealer, or the lighting company in your city that will be featuring "a little down-a little a month." And if you want volume in sales, you must be able to sell on this basis. Usually the electrical manufacturer or distributor is in a position to arrange for such financing for you so that today this is not so great a problem as formerly. The cooperation you will receive depends upon the lines you handle. When

Digitized by GOO

Don't Punch Holes in the Umbrella

An Editorial by Frank B. Rae, Jr., reprinted from Electrical Merchandising

If the umbrella we are carrying begins to leak, we do not punch it full of holes and destroy all the umbrella shops in town. We have more sense than that. And yet, indirectly, we are guilty of acts quite as vindictive and absurd.

For example, concerning the electric light company. It isn't always the best company in the world. It is a monopoly, and people who work for monopolies have an irritating way about them sometimes. You have to deal with them whether you like them or not, and they know it, and so they become abrupt and arbitrary, and you get exasperated and angry.

NOW, the electric company is providing a necessity of life. It provides light and electric service for our homes and streets, for our offices and shops. It provides heat for cooking and ironing. It provides power without which many of our factories could not run.

As a general proposition the electric company is doing a good job for the community. It is one of our biggest civic industries. The people who run it are about as good as the most of us.

AND the business of making and distributing electricity is a hard business. It is highly technical. You expect to have the light flash on whenever you touch a button, yet if you knew all the intricate and delicate machinery and apparatus required to give you this instantaneous service, you would be aghast with wonderment.

WE need the lighting company in our business. You need the lighting company in your business. We ask our friends to help us to make it a bigger and better company. For the bigger the company is, the more people it can serve; and the better it is, the better it will serve us all. The first step toward getting more service and better service is to quit punching holes in the umbrella and to stop inciting the politicians to burn the umbrella shops!



THE P. A. GEIER COMPANY

5113 St. Clair Avenue

Cleveland, Ohio

Manufacturers of

Royal Electric Cleaners, Vibrators and Washing Machines

Quikwerk Sledges







SLOW press-forging —50 to 60 strokes to every sledge — insures a fine-grained steel structure.

This, with careful heat-treatment, gives the sledge a longer life under hard service.

Like every Quikwerk Tool, they're guaranteed. A range of 55 styles, from 1 to 50 pounds.

Order them through your jobber

THE WARREN TOOL & FORGE CO.

264 GRISWOLD ST. WARREN, O.

you check up your potential market, note family incomes and competition, you will be able to judge to what degree you must sell on deferred payments. There is not room enough at this writing to explain the different methods of financing consumer paper, but before you make your final decision, settle this very important matter to your entire satisfaction.

A retail bugaboo in electrical merchandising has been that of giving service to old customers. mentioned a bit back that there was pioneer and promotion work to be The degree to which you satisfy customers today will have much to do with your future sales. And you cannot hope for adequate results unless you are in a position to make necessary adjustments, show the customers how to use the product-in fact, make them like the merchandise. Too frequently customer dissatisfaction is due to improper selling. I know of a hardware store that sold an electric range to a woman whose home was beyond the mains of the lighting company, and who depended upon a small lighting set for her electri-There are many instances of wrong motors being sold with washing machines-of devices totally unsuited to the needs of the customer being urged on her. Better no sale than a resultant displeased customer. One device "pulled" means many sales lost. So, arrange to have your sales force properly educated (the manufacturer and jobber, and the lighting company all help to do this); have somebody trained to render service on every device you handle. Figure the cost carefully. But appreciate that much of the cost of service can be turned to making future sales.

The second of Mr. Woolley's articles on Electrical Merchandising will appear in the August issue of GOOD HARDWARE—Editor

Digitized by GOOGLC





A Quality Product



For nearly fifty years we have concentrated on the manufacture and development of TUBULAR and CLINCH RIVETS



- Examine Your Packages -

Tubular Rivet & Stud Co.
Boston, Mass.







Patented Dec. 5, 1911 March 5, 1912

AND COLD WATER

A Powerful Drain Pipe Cleaner

Every month in the year is a good selling season for DESOLVO. Drain pipes have a habit of getting clogged just about as often in July as in May. DESOLVO is profitable because it is a steady all year-round seller.

DESOLVO cleans out clogged drain pipes. It is the only drain pipe cleaner we know of that will work successfully with COLD water.

A powerful, PATENTED combination of chemicals that quickly removes all obstructions from clogged drain pipes. Can be used in the winter for thawing frozen pipes. Sells every month in the year if you put it out where people will see it.

Order through your jobber
THE CHAMBERLAIN COMPANY
Pittsburg, Pa.

K-K, a product that does one thing only but does it well. K-K cleans closet bowls. Appeals to every housewife because it lightens a disagreeable task.



How We Sold 290 Washing Machines

(Continued from page 21)

could take the machine out and try it, and if it wasn't all we claimed for it, if it didn't do all that it should, we'd take it back and refund the money. And to this day we have never had a machine returned to us.

A customer likes the sensational. In our demonstration we turn the machine on its side, so the customers can see its "insides" with ease. Then we start the machine and show them how nicely the cogs mesh, assuring durability. And after getting it right side up again, we do an acrobatic stunt on the wringer, showing the rigidity of its construction. After showing them in a casual offhand way that they never need fear overloading the wringer—that that is what the safety lever is for-we think we have said enough and wait for questions. We never allude to the safety on the wringer as being there to prevent an accident unless compelled to. Most women are more or less timid about machinery, and to picture to them their hand slipping in the wringer, does not help to close the deal.

But we do point out that all the machinery is protected as much as possible and there need be no fear of the little ones getting hurt accidentally. We have the machine so arranged that customers can see how it works on the inside when in operation, showing the movement of the dolly, and this helps to sell.

My hardest sale was to a customer who had just been to a competitor and left an order for a machine to be sent out on approval the next morning. Seeing ours in operation in the window, on her way home, the woman became interested but frankly told us she had just bought one. Getting her permission to demonstrate our machine, we laid particular stress on the ease in swinging the wringer, showing that

They Can Use Tools With These Arms

NE of the most remarkable inventions of modern times is the artificial arm by means of which thousands of disabled exservice men will be able to carry on useful occupations.



Equipped with arms like these, the men who fought for Uncle Sam are ready to tackle any job

The accompanying illustration shows two former soldiers at work. With their new arm they can do all kinds of jobs and are able to use almost all of the carpenter's tools. One man is in the act of hammering and the other is boring a hole.

The device was invented by Mr. McKay, a New Zealand soldier who lost his own arm during the war. Its great advantage is its wonderful adaptability and flexibility enabling the user to learn almost any kind of trade.



there could be no slipping of belts and that there would be no expense for repairs on account of defective castings. We also emphasized our unusually prompt service in case she should need it. Without ever referring to the machine she had bought, we had the satisfaction of seeing her go to the telephone, cancel the order and purchase ours.

And the easiest sale? A minister of the gospel called us up the other day and said: "Do you handle those electric things I hear running across the alley?" "You mean an electric washer?" said I. "Yes," said he. "Yes," said I. "What do you get for one like that'n across the alley?" said he. "\$138.00," said I. "Send one down," said he, "I'll have your check ready for you."

We sell most of our machines for cash, not encouraging the payment plan. Where a customer is reliable, we take his or her note for 60 days for the balance, always requiring one-fourth of the purchase price down. With our competitors offering to send the machines out on trial, \$10.00 down and the balance on small monthly payments, it is amazing that we sell as many machines as we do. But I believe it is due to careful and continuous advertising, good window displays and, most of all, to the careful demonstrating of the machine on the floor.

Trust that my letter will help some of the other electric washing machine dealers over some of the rocks in the road of selling. .

It Made a Difference

"Is this the hosiery department?" said the voice over the phone.

"Yes," replied the weary saleslady.
"Have you any flesh-colored

"Have you any flesh-colored stockings in stock?" asked the voice. "Yes," replied the weary saleslady. "Whaddy ya want—pink, yellow, or black?"



Every Car Owner Will Want This Lamp



Magnet-Lite is furnished with 144 incheord and dash connection plug, packed in a strong japanned container, handy for tool-kit, door pocket or seat tray. Cord is ample for work on longest car truck. Switch in bese of light for shutting off "magnet grip" when not needed.

86ls at retail for . \$5.00

You'll find Magnet-Lite a Big Money Maker

Magnet-Lite sells at \$5 00, a price surprisingly low and yet enough to vield a handsome margin of profit for the dealer and distributor. With the "Silent Salesman" counter stand and the national advertising Campaign now being carried on by the manufacturers, you'll find Magnet-Lite literally selling itself.

The dealer is assisted in many other ways. Write at once for complete information on discounts, territory, sales helps, etc. There is still some excellent territory open to the de-ler and distributor who seizes this opportunity.

The MAGNET LIGHT CO. 1509 S. Michigan Ave., Chicago

Factory, 1576 S. Wabash Ave., Chicago

MAGNET-LITE is a trouble light which never fails. It requires no holding, for a powerful electro-magnet base holds it fast to any metal part of the car.

It is instantly adjusted to any position and gives a light directly on the repair work to be done. It is small enough for use anywhere—big enough to give complete illumination. Its uses are numberless.

Motorists who have seen it, all say, "Just what I have always wanted." Its remarkable convenience appeals at once to the man who has experienced night repair difficulties. Every time you show the light and explain its simple operation, you make a sale.

Dealers will find every car owner in their territory an interested prospect. No accessory placed on the market for motorists has jumped so quickly into the necessity class. It sa Bonanza for the accessory dealer. The perfect light for the garage repair car.

g g	
THE MAGNET LIGHT CO., 1509 S. Michigan Ave., Chicago, Illinois	[] Currency [] Cheel [] P. O. Money Order [] Express Order
Gentlemen: Please send me ful Magnet-Lite territory, sales h \$5.00 for sample light complete.	Il particulars regarding

Please indicate: Name
| Single Contact
| Double Contact Concern
| 6-x volta
| 12-16 volts Street
| City State
| City State | City Contact Concern
| City Contact Contac



C-U-R-I-O-S-I-T-Y

ONCE killed a cat, it made the State of Missouri famous and is today the compelling force behind the Sherwood Campaign that is boosting Dealer's Sales the country over.

7

Your own window is the stage, your entire line provides the setting, a free Sherwood Spring Coaster is the plot and a purchase of any kind in your store, the price of admission. Cash prizes for Dealer's Window Displays, judged by the publishers of "Good Hardware" magazine.

?

HOW do they do it? Simple enough. The Manufacturers have set aside part of their appropriation for magazine displays for the **Direct** benefit of their **Dealer Patrons**.

?

HAVE YOU CLAIMED YOUR SHARE?

Campaign closes July 30th

Write your jobber now for particulars or the factory direct

Sherwood Bros. Mfg. Co. Canastota, N. Y.

Manufacturers of

Sherwood Spring Coasters, Sherwood Eaby Grand Wagons for the little folks and Sherwood Steeroplane Sleds and Auto Pobs for Winter Sports

Make Your Store Hqrs. for Canning Supplies

(Continued from page 25)

Our window displays and advertising columns can do much in the way of bringing Canning Season, in capital letters, to the immediate attention of American housewives.

Each year there are some things to be added to the kitchen canning equipment, and also, each year brings to our stores its quota of new housewives for whom this will be their first canning season in their own homes.

Peas, corn, beans, carrots, and other vegetables of this type can be preserved by either steam or cold pack method, and the extent of the equipment which the hardware dealer can stock, will depend largely upon his own idea of the probable demand in his locality.

The use of the small canning boiler is a handy method, with the removable wire rack for pint and quart glass jars. This wire rack can be sold as an individual item, since many housewives wish to use their own wash boiler for this purpose.

The preserving kettle is such a matter-of-fact staple that we take it for granted too often and fail to make a special of it at this time of the year.

Then there are a variety of paring, slicing and cutting knives, colanders, graters, stirring spoons, measuring cups, family scales, enamel bowls and pans.

Pint and quart glass jars find a ready sale each season and just a word about can rubbers—stock only the best, for cheap rubbers defeat their own purpose and cause more loss in spoiled vegetables and fruits than any other one thing. The housewife knows that she must have the best of equipment in order to insure her against loss of valuable time and waste of valuable food.

In making your display, you can obtain a rather effective result by introducing a few cans of the pre-



Where the Solder Business Goes—

Use self-fluxing solder for your own work. Note how it cuts soldering time in half and does better work too. The illustration below shows how the flux is released when the solder is melted off.

When you use it, you'll know why the solder business goes To the Dealer Who Carries



Send for a free sample using the coupon below. Kester Solder is sold in one pound cartons, and on one, five and ten pound spools.

Chicago Solder Co.

4213 Wrightwood Ave., Chicago Direct Factory Representatives: The Faucette - Huston Co., Chattanooga, Tenn. Louis J. Ziesel Co., 216 Market St., San Francisco.

CHICAGO SOLDER CO.	G. H. 7-2
4213 Wrightwood Ave.	
Chicado, II S. A.	

Gentlemen: Please send me a free sample of Kester Acid-Core Wire Solder.

City	State
Address	
Name	
SUIDEL.	

Digitized by GOOGLE

My supply house is





OVER 1,000,000 IN USE

SAVES TIME AND FUEL

Self Heating IPON

A Big Summer Seller

Highly Polished
Nickel Plated
Lowest Priced
Largest Seller

As simple as the old style iron and twice as easy to work with.

No running back and forth to exchange heavy irons—No hot fire to keep up. Can iron in coolest room of house or out on the porch. Costs less than 2c an ironing for fuel.

FREE TO DEALERS

Lithographed Window Trims Lithographed Counter Displays Colored Movie Slides Newspaper Electros Descriptive Circulars

Royal Self-Heating Iron Co. Big Prairie, Ohio

WRITE US NOW

served fruits and vegetables with the empty cans, although care should be taken not to place them in a window exposed to the direct rays of the sun on account of possible bursting of the jars. Light colored transparent jellies are particularly pleasing to work into such a display where the lighting effect is good.

The steam pressure cooker

In this article, I have not thus far made mention of the steam or pressure cooker, for I consider it of sufficient importance to leave as a parting thought with you hardware readers.

The pressure cooker is specially apt in the canning season, although sales are by no means confined to this time of the year.

In brief, the process of preparing foods in this utensil consists in cooking them by superheated steam inside a tightly closed receptacle, and it is based on the principle that the temperature of boiling water the temperature of boiling water depends upon the pressure exerted upon it, and that it increases with this pressure.

Foods that are cooked under steam pressure, being cooked under much higher temperatures than ordinary boiling water, require much less time in cooking. This is particularly true of vegetables.

We may also say to our customers that such foods as the cheaper cuts of meats, which would naturally require a much longer time in cooking, in general, can be prepared in one-third the amount of time, and on about one-quarter as much fuel.

Another strong argument to use in selling pressure cookers is the fact that meats and vegetables, in different containers, can be placed in the cooker at the same time; the uniform pressure not only retains in each the natural flavor of the respective food, but prevents loss through evaporation of the valuable mineral properties so essential to health.



A REAL HAMMOCK FOR BABY AND A REAL MONEY MAKER FOR THE HARDWARE DEALER

In the Auto



At the Seashore





An indoor, outdoor and automobile hammock for the baby—suspends back of front seat in the auto—hangs between the bedposts at the hotel—from the trees at the camp—or on the secure metal stand anywhere.

Sixteen shock absorbing springs take up all the jars on the road—folds into a comfortable pillow—weighs 6 pounds—as easily carried as a small traveling bag—fits all cars without attachments—instantly removable.

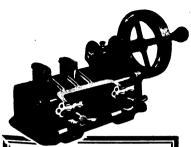
Now stocked by all large hardware department and auto accessory stores in Boston and New York.

Write for liberal discounts to dealer

MANUFACTURED BY

BABY HAMMOCK COMPANY

18 Tremont St., Boston 1440 Broadway, N. Y. C.



Make Money Cutting Keys

There is money to be made in key cutting if you have a Segal Rectifying Key Cutter. Furnishing keys is a profitable business because it requires very little time and space.

Also it brings customers into your store instead of the other fellow's.

The Segal Key Cutter cuts flat steel keys as well as grooved or paracentric keys, including offset keys, automobile keys, etc.—and cuts them accurately.

No need to change cutters or guides. Takes about a minute to cut a key—by hand or power.

Anyone can use it.

SEGAL LOCKand HARDWARE CO.

155-161 Leonard St. New York

P.S.

Protect your customer with the "Segalock."
It is absolutely "Jimmy-proof."

The housewife can thus serve 100% value of food stuffs and can offer delicious and tender dishes of what would otherwise be the tough and unpalatable cheaper cuts of meat.

Right now, in canning season, the steam pressure cooker makes cold pack canning easy. It preserves fruits and vegetables much more quickly and with much less fuel, and much less effort on the part of the good housewife. It can be used over any fuel, and being constructed of aluminum, is good for a lifetime of ordinary wear.

Its simple construction and ease of operation and the nice profit from its sale make the pressure cooker a well worth while item for the hardware store.

They won't sell themselves, but after a few of them have been introduced in your community, I think you will find that every user will be a booster and will bring increasing business to your store.

In conclusion, don't forget the many little accessories of the canning season, for they are just as important, in their way, as the larger ones, and all of them go hand in hand to make easier work for the housewife.

On His Dignity

A small boy, who was sitting next to a very haughty woman in a crowded car, kept sniffing in a most annoying way, until the woman could stand it no longer.

"Boy, have you got a handker-

chief?" she demanded.

The small boy looked at her for a few seconds and then, in a dignified tone came the answer.

"Yes, I 'ave, but I don't lend it to

strangers."

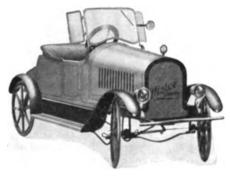
What's in a Name?

Ida—"Come and see my darling little pig. I call him ink."
Ruth—"Ink? Why such a name?"

Ruth—"Ink? Why such a name?"
Ida—"Because he is always running out of the pen."

Gendron-"Pioneer Line".

Make Summer Time YOUR Profit Time



Take advantage of the youngsters' desire to be out of doors. Let your Window Display show both parents and children how Gendron-Pioneer Vehicles successfully meet the summer demands for outdoor exercise.

Quality First—Then Beauty

—and plenty of both—is the policy back of the Gendron-Pioneer Line. Puilding our product just a little better than necessary, explains why Gendron-Pioneer Vehicles stand up under the hard usage youngsters give them. Their beauty may fade in

time, but their quality, NEVER.

Pioneer Line

consists of a wide variety of models in Coaster Wagons, Steel Wagons, Velocipedes, Hand Cars, Bicycles, Automobiles, Tricycles, Wheelbarrows, Doll Vehicles, Paby Carriages, etc.

Ask Your Jobber

for the Pioneer Line. If he can't supply you, write direct to us for catalog and prices.

The Gendron Wheel Co.

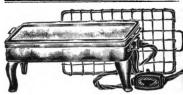
"Established 1872"

TOLEDO, OHIO, U.S.A.



- SALESROOMS -

Kaufman, Levenson & Co., 151 Chambers St., For New York City Geo. Borgfeldt & Co, 16th & Irving Place New York City Geo. E. Dalton Co., 610-611 Marsh-Strong Bldg., Los Angeles, Calif. Geo. E. Dalton Co., 778 Mission St., San Francisco, Calif.



A Summer Seller

Display the new World's Best Combination Toaster and Grillduring the warm months. It will appeal to the traveler, for the legs are removable so it will pack into a small space; can be easily taken apart to clean; and toasts or broils in one operation. Sells for \$5.50 at a nice clean profit. Send today for samples of the entire line.

Security Electric Mfg. Co.

1465 W. Ohio St. CHICAGO, ILLINOIS

The AMBITIOUS CLERK

Who wishes to become a better salesman—who has visions of being the manager or even a proprietor some day can realize his highest ambition by aid of

SWEETLAND'S COURSE IN RETAIL EFFICIENCY

Sample Lessons Free— Special payment terms

SWEETLAND SERVICE BUREAU

452 G Pierce Building St. Louis, Mo.

Think Twice Before Rushing Into Matrimony

(Continued from page 35)

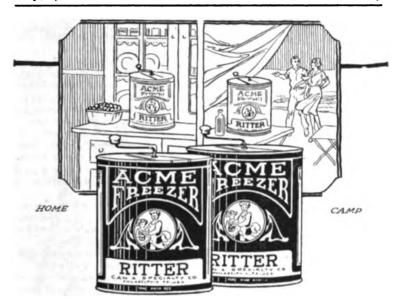
woman blindly out of a grab bag because she has a pretty face and figure is folly, and the records show we take an awful chance. We're lucky if we get the girl we need—a lot do not.

"How can any adversity come to him who hath a wife?" said Chaucer. But we know Chaucer didn't mean it. He was just short of change and wrote this to stimulate sales and to please the ladies. "Only God is fit to be loved," said Franz Lizst to George Sand, the French authoress, taking the other extreme. Between these two poles lies the truth—it all depends on the man and the woman in the case.

At twenty-six Napoleon married Josephine, who was thirty-two, and he was unhappy both in marriage and out of it, for we have it from his own lips. When the tide of fortune had turned against him, he said, "I have never had a day's good luck since I left Josephine," and the historic records show this to be correct, for we date his downfall from the day he handed Josephine her dismissal.

Abraham Lincoln was thirty-two when he married Mary Todd, and James Madison forty-one when he married Dolly Payne, the pretty Quaker widow, who as Dolly Madison, mistress of the White House, made the world happier by her smiles and quips.

At nineteen William Shakespeare married Anne Hathaway, aged twenty-eight, and it was a battle royal from the altar to the grave, with the honors gravitating all to William's wife. There are some who assure us that in this case the conjugal misalliance was constructively good, for it made the playwright work all the harder to help him forget his troubles, thus insuring to the world its greatest dramas.



Sell a Customer Two ACME Ice Cream Freezers

One for Vanilla; One for Strawberry— One for Home and One for Camp

Light and therefore easy to carry around. No trouble at all to make ice cream with an Acme. Requires very little ice. Does the trick in five minutes or less. Makes cream that beats the store kind all to pieces.

The Acme is solid'y built for long service. Easy to clean as a china dish. Saves work, saves ice and sells at a low price.

2 Quart Size Sells for \$1.50

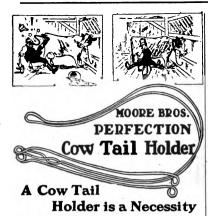
4 Quart Size Sells for \$2.50

ORDER THROUGH YOUR JOBBER

Made by

RITTER CAN & SPECIALTY CO.
PHILADELPHIA. PA.

Factory Selling Agents: BEH & CO., 1140 Broadway, New York



Each Holder in a carton, packed one dozen in Counter Display Box. They sell themselves. 35c. each or 3 for \$1.00. Fly time is here and tails are swinging. Control the tail and you control the temper. Produce cleaner milk. Order today from your jobber or direct. \$2.25 per dozen parcel post prepaid.

THE MOORE BROS.

Albany, New York

Also manufacturers of PERFECTION ANTI COW KICKER

KEES **CORN-HUSKERS**



25 years ago F. D. Kees invented the first successful hook husker. It took years to teach farmers the new and better way.

Today you find them in use whereever corn is grown. They sell because they enable a man

to gather from 80 to 100 bushels a day with little effort and no discomfort.

The Kees line includes patterns to meet the demand all over the country. The Kees No. 2 illustrated, is the best selling hook, husker. Order through your jobber or direct (Dept. 60).

> F. D. KEES MFG. CO. Beatrice, Nebraska

Admitting that the kind of girl a man marries has a lot to do with the results, here we strike the two horns of the dilemma. If a man marries a girl who is willing to do all the cooking and the household drudgery and help him save money. she cannot do this and cultivate her mind nor develop the charms and attractions that are supposed to be a part of the successful man's home It is not in human surroundings. nature to expect her to be a good cook and a successful entertainer at the same time.

Now, the trouble is if you have a good cook, when your fortunes rise, you are likely to be ashamed of her in later years; while on the other hand, if she is not a good cook, but is extravagant and expensive, the first few years of your married life the chances are you will never have a spare dollar to invest, and after a few years she will decide that you are not a good producer and she will be ashamed of you.

I am not a bit cynical, but I am just calling your attention to a few cold facts about life as they exist. If you do not find the urge to get married too strong, I suggest that you go a little slowly and carefully, not to say deliberately, about the matter. If, however, you must get married, and if you are poor, then me urge you to marry a girl who is of a superior station in life to yourself. Good cooks, of course, have their value, but in these days it is only necessary to "heat up and serve," and you may up and develop into companion for an intelligent and and charming women.

Notwithstanding what Elinor Glyn may have to say about the American business man, you will find that on the average the successful men who rise from the lower walks of life develop mentally more than their wives. This is no reflection upon the wife. She has been busy in the narrow circle of her



cities have placed big orders for the Tuckaway as soon as it was shown to their buyers. Hotels and clubs in New York, Chicago, and elsewhere, have discarded all other ladders and outfitted their establishments with the Tuckaway. Many have ordered large quantities after seeing only our folder describing the Tuckaway.

SPECIAL TO DEALERS

Full particulars and price quotations from your jobber or direct from us if you will send us the name your jobber.

Patented

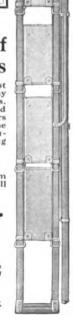
Twok Away

Trade Mark Registered

Manufactured Exclusively by

TUCKAWAY FOLDING LADDER CO., Inc.

111 Broadway Dept. A New York





Sell 'Em While It's Hot

When the thermometer climbs so do sales for dealers selling "Comfort" Irons. Every housewife wants this big work saver on ironing day. Feature "Comfort" Irons this month and make more money. Get our special introductory offer. Ask your jobber.

National Stamping and Electric Works, Chicago

"Comfort" SelfHeating Iron



These Phonograph Needles Sell Themselves at 100% profit!

A money maker for Hardware Dealers. 60 boxes of 50 needles each, packed in a neat counter-salesman. The cost to you is \$3.00 net. With mighty little help from you this efficient salesman sells its wares for \$6.00—10c per box—bringing you a clear profit of \$3.00. And your customers will come back again to call by name for those salisfactory Violaphone needles. Every needle plays to records—brilliantly!

The Fred. Gretsch Mfg. Co.
60 Broadway, Brooklyn, N. Y.
Manufacturers of Eagle Brand Steel Strings

household duties and with her children while her successful husband has been developed intellectually by his business battles with men of energy and intelligence.

Married life is usually a very long drawn-out affair. It seems as if the punishment meted out for hasty and ill-considered marriages were out of all proportion to the crime. You have, of course, heard the old saying: "Marry in haste and repent at leisure!"

Life does not stand still. Life is evolution. No two people ever develop alike, either spiritually, mentally or physically. If you expect to develop, if you are determined to rise in the world, then it is certainly only the part of common sense when you consider getting married to select a mate who will develop with you.

How can you tell this? I do not think it is very hard if you forget her physical charms for a moment and think about her character and her mind. Has she tact and good iudgment? Is she of a cheerful disposition or has she moods? she conceited and extravagant? All these characteristics are shown in a hundred ways. If she is extravagant, she will be careless as to how you spend your money on her. If she is selfish, she will show it in many ways.

Now, in writing this, I fully appreciate the fact that no man can pick a suitable wife for another. Many have tried this only to fail. Lord Bryon, the unhappy author of "Childe Harrold." has told us that he left it to Tom Moore and some of his other friends to pick him a wife. They did and the poet drank himself to death at thirtyeight in an effort to efface the recollections of it-the lady learned to hate her lord just for hate's sake. When we ourselves have trouble picking the right mate, it is hopeless for another to pick for us. But we older folks can give a few hints from

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A Summer Money-Maker

Warm weather means quick turnover, and the liberal margin insures fine profits this summer on the

AUTO VACUUM Ice Cream Freezer



Produces delicious, velvety ice cream in 45 minutes without crankingor other toilsome work. Works automatically on principle of Vacuum bottle. Beautifully finished in white enamel, light, durable, practical, and takes up little space. Three convenient sizes—1 quart, 2 quarts and 4 quarts capacity. No loose parts to get out of

order. No paddles or other wooden parts to absorb dirt and impurities.

Appeals instantly to the busy housewife, because it enables her to obtain without muss, fuss or arduous work the most delightful of all summer desserts—pure, cooling, refreshing frozen dainties.

Write us for prices and descriptive literature, or order through your regular jobber

AUTO VACUUM FREEZER CO., Inc.
220 West 42nd Street
New York, N. Y.

K. & B. Adjustable Wrench 22 1-2 Degree Angle



This wrench opens on an angle of 22½ degrees with the handle, permitting its use in places difficult to get at with the ordinary wrench. The parts are accurately fitted and are interchangeable.

The movable jaw and handle are each solid piece drop-forgings, from a steel that has great tensile strength and are both properly tempered. It is a wrench especially adapted for use about motor vehicles, farm implements and setting up machinery of all kinds.

The wrench is nicely shaped to grasp with the hand and is faced off smooth where the handle and jaw meet.

Order Through Your Jobber

Kilborn & Bishop Co. New Haven, Conn.

"LEADER" Fibre Chair Seats

for Quality and Appearance



SPECIAL
Thickness Material Finish
Worth More—Cost Less

More practical than Leather, Veneer or Metal Chair Seats, and much cheaper than any of these.

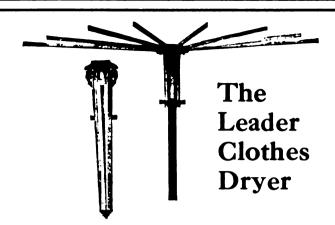
Write Today to Your Jobber or

WE LEED MFG. CO. 1666 Stephen St., Dept A. Brooklyn, N. Y. the life book of experience which may help.

A young man should avoid as a general thing marrying a woman older than himself, keeping in mind that, aside from the question of age. the physical development of a woman is many years ahead of the man, and that a woman who is older in years and older in physical development than her partner is not apt to look up to him as her protector and mainspring in the works. Of course there are notable exceptions to this dictum, but as a usual thing if a man is ten years older than the woman, the poetic unities are likely to be better preserved and their life happier.

To my mind it makes no difference whether the girl is rich or poor, if the girl herself is all right. A man who marries the daughter of rich parents, thinking he is going to get in soft, often gets left, for if the parents have the money, the daughter won't get it until they die. Meanwhile the money-marrying man must hustle for himself, and the benefits he expected do not mature until he ceases to need them. the other hand, if the woman herself has the money, he is tempted to become a parasite and his initiative is destroyed. When initiative, the desire to work and achieve is taken from a man, he is a dead one, whether he knows it or not.

The charge is frequently made that a man who wants to be happy ought never to marry an only daughter -that it is safer to marry a girl who is one of several in a family, the theory being that where there is only one girl in a household, she is petted and spoiled and inevitably becomes selfish, irritable, conceited, and self-centered. I do not agree with this—it all depends upon whether she has sensible or foolish parents and how they bring her up. The claim is also made that a widow makes the most companionable wife. Having found that



The Arms of this Clothes Dryer Will Not Sag

That Is One Reason Why It Sells So Well

When you sell the Leader Clothes Dryer you know you are selling an article that will give satisfaction as long as it is in use.

The arms cannot sag. A specially constructed top plate of cold rolled steel prevents that. The arms and back are made of maple and beech—the best wood we can get. The folding mechanism is simple and cannot get out of order.

We are woodenware specialists. Write us for descriptive matter on our complete line.

The Eagley-Morrison Company NORTH GIRARD, PA.





It Gets the

That's why merchants the country over repeat regularly on

The SLIPON Handle Protector

It appeals to the housewife because it positively protects her coffee pot and percolator handles against burning and scorching. The handy self-selling display carton does the rest. Packed 3 dozen in a box.

Endorsed by Good Housekeeping and Tribune Institutes

Order from Your Jobber

Young Specialty Co.

2220 Vliet St., Milwaukee, Wis.

Now \$1.00 List Same Discounts as Heretofore



The Goods are Right The Package Attractive The Profit is Right

AJAX PLURAL SOCKET PLUG

leaves lamp in position intended. Admits use of ordinary W. P. Shade Holder. Every user needs at least three.

Packed in individual cartons. Ten in display carton. Now \$1.00 list, same discounts as heretofore.

Made only by Ajax Electric Specialty Co.

St. Louis, Mo. (Your jobber can supply you) happiness comes in marriage only to those who give happiness, she is disposed to be docile and tractable to the bit and saddle of husband No. 2. thus making amends for her record with No. 1. This is a delicate question that I hesitate to discuss. We know, however, that George Washington. Thomas Jefferson. Benjamin Franklin, James Madison, Aaron Burr, Julius Caesar, Admiral Nelson, and other of the world's greatest men married widows and through them found

much happiness.

Understand, I am writing all this from the standpoint of the salesman. I am not looking at it from the wife's side. Remember that people practically never change. Intelligent persons may modify or conceal their disagreeable characteristics, but most of us intellectually and at heart are the same from the cradle to the grave. Modifications may be caused by environment, and a natural criminal may not do wrong because he is never sufficiently tempted, but the criminal at heart is a criminal just the same, and if he does not rob a bank, he may get away with petty dishonesties. The point I am making is that exactly the same spirit animates those who are dishonest in small ways as those who commit the more important crimes. You may be sure that the girl who is careful not to exaggerate. to be exact in all of her statements. will not deceive you later in important matters.

Many young men are drawn into marriage not only by the girl but by the girl's family. They flatter him. They make him think he is a seven-day wonder. Finally, when he is landed, he is thrown off with the girl upon his own resources, and when he is in trouble, the father will say: "Well, young fellow, when I married I was able to take care of my wife. I did not call on anybody for help, and I guess you had better

do the same thing."

Guernseyware

THE ORIGINAL

A quick selling line of Vitrified Porcelain Casseroles, Teapots and Serving Dishes you cannot afford to be without.

Your customers are educated up to looking for this Trade Mark.



Write for complete illustrated Catalog
We also manufacture a full line of Hotel Ware

THE GUERNSEYWARE CO. CAMBRIDGE, OHIO

SOMETHING NEW

No Heat FOSS-SET USE IN ANYTHING

No Rubber

Paint and Varnish

BRUSHES

Guaranteed for use in anything Guaranteed not to shed Not affected by water as in glue set Not affected by alcohol as in cement set No roasted, brittle, bristles Cost no more than other Brushes

Write now for details

THE WOOSTER BRUSH COMPANY Wooster, Ohio

Since 1851-One Family-One Idea-Better Brushes

THE HOME PORTABLE FIREPROOF SAFETY DEPOSIT BOX



Patented July 29, 1911

Request it on your business stationery and take a look inside.

WE WILL SEND YOU A SAMPLE, PREPAID

You can then determine to your own satisfaction whether or not the box has the usefulness and the selling qualities that will suit your trade.

If it does not impress you as the best article on the market for the safe-keeping of valuable papers in the home, send it back at our expense.

Dealers who have tried it find this fireproofed steel box a highly profitable item in the hardware stock. Prices and wholesale terms will accompany the sample.

SAFETY DEPOSIT BOX CO., 395-7 West Main Street Battle Creek, Mich.

Shoe Lasts and Stands

They willalways insure you a good profit if you carry the best. Connect with the STAR LINE and you are sure of getting the best made.

Order through your jobber. If he cannot supply you, write us giving us his name.



We also manufacture COBBLER SETS and heel plates.

Write for latest catalogue and price list.

Star Heel Plate Co.

LOUIS SACKS, Inc. 357-391 Wilson Avenue Newark, N. J., U. S. A. In Europe I think they handle these things better. They are more practical. When a girl marries, her father does not consider that he has got rid of a burden, as one man expressed it to me. In France a "dot" goes with the girl. In almost all foreign countries arrangements are made to look after the young couple. But in this country you marry at your own risk, and it is not surprising under our conditions that there are so many divorces.

The whole theory of marriage is that two people should live to-It does gether absolutely as one. not matter how different their ideas and taste may be. Regardless their temperament, of their peculiarities, of their prejudices, they must amalgamate, and if they do not, then the honorable thing to do is to be unhappy in silence the rest of their lives. If later in life it is impossible for them to go ahead, then they must select suicide or social ostracism. These things are absolutely true, and I only repeat them so you will give them consideration before you take the plunge.

When you get married if you are poor, do not rush into debt on the installment plan for a lot of highly polished and shiny furniture. I remember an advertisement of an installment house which read: "You get the girl and we will do the rest." Sure, they do the rest! I can see the young couple figuring out every Saturday how they can meet their notes at the installment house.

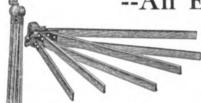
Life insurance is a good thing. It is your duty to insure your life to protect your father-in-law in case of your death. It is not fair to return his daughter to him with probably several coupons in the form of babies off the bonds of matrimony.

Hooch Mon!

"Are you Dr. Smith?" "No, but I know where we can get some."

—Arizona Phoenix.

A Handy Helper --An Easy Seller



Woman's sense of neatness and order responds instantly to the sight of this snug little folding rack. Brisk sales follow its display.

Adjusto Household Rack

Does away with unsightly, hole-tearing hooks in kitchen, bathroom and laundry. Folds into small space when not in use—but can be instantly raised into position for service. A strictly high grade article that outsells cheap flimsy Made in three and six arm designs.

Ask for folder telling more about it.

Order from your jobber or write us direct

North East, Penn. FERNALD MFG. CO.

"Giant Metal" "Red Metal" and Steel Seeh Chains



Spring. Revolving and "Semco" Punches

JACK CHAIN

THE SMITH MFG. CO. Ø EGGE

Originators of Sash Chains

BRIDGEPORT, CONNECTICUT

THE "ONLY TATES"

We manufacture the following:

Picture Wire, Spool Wire of all kinds
Wire Assortments
Braided Clothesline
Twisted Clothesline
Dry or Yacht Mops
Floor Mops, Dust Absorptive Mops
Dust Absorptive Dust Cloths
Dish and Sanitary Mops
Floor Brushes, Triangular Mops
Floor Brushes, Triangular Mops
Furniture Polish

E. H. Tate Mop & Cordage Co. Boston, Mass.



YERDON CAST BRASS HOSE BANDS

They'll serve for Air, Steam, Suction, ater. Just try them out. We're sure you oughter,

We 'most forgot to say its true, They are first-class on Autos too.

Order through your jobber

WILLIAM YERDON No. 4 Center St. Fort Plain, N. Y.

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Summer Trade

The insatiable summer trade, the camping and recreation trade, demands and buys every thing for its comfort and convenience.

Premax All-Steel Tent Pins offer big sales at good profits.

Ask your jobber for prices or write us.

THE PREMAX LINE
20 Successful Years Old

Niagara
Metal Stamping
Corporation
Niagara Falls, N. Y.
Division G.



THE HAMMER HOLDS THE TACK

The Original Horseshoe Magnet Hammers. Tacks or small nails are held by the magnet end of hammer, ready for driving anywhere within reach.

The Best Magnet Hammer on the Market

ORDER FROM JOBBER
Silver Medal Panama-Pacific
Exposition

ARTHUR R. ROBERTSON Sole Mfr.

Boston, Mass.

Trade marks registered U.S. Pat.Office

Splitting a Piece of Paper

Splitting hairs is child's play compared with the infinite skill required in separating a single sheet of paper into two units in order to preserve the original manuscript of famous authors and celebrities who write on both sides of the paper. As far as is known, only one man in the world has developed this marvelous accomplishment of making two sheets of paper appear where only one was apparent before. He is William Berwick, expert repairer of manuscripts at the Congressional Library, Washington, D. C.

A sample of this almost uncanny ability was brought to San Francisco by S. F. Richardson, superintendent of transportation of the Southern Pacific railroad, who was with the car service commission of the railroad administration.

One of the heirlooms of the Richardson family for years has been a single sheet of paper on which is acknowledgment written an thanks for courtesy extended by Richardson to Mansfield, American leading actor, during his last visit to San Francisco years ago. Richardson discovered the miracles which Berwick had performed with manuscripts at Washington, and learned of his famous restoration of the records of the state of New York at Albany, after the fire at the capitol of the Empire State, he requested the document wizard to try his skill on the Mansfield letter.



GENUINE

HUNTER'S SIFTER,

The Standard of the World Since 1880 THE FRED J. MEYERS MFG. CO. Hamilton, Ohio wives.



Guaranteed FOREVER against fective material and workmanship.

Made of galvanised pipe and has 125 ft. of soft smooth sheet galvanised wire

Will last almost indefinitely and is unlike anything else made for same purpose.

Cheaper than wooden posts, with arms and wire. Easily and quickly erected and location can be changed anytime. Useful for rug cleaning, airing clothing, etc. One erected in any neighborhood sells

Bought by people who take pride in their home premises and by men who love their

Raises 9 ft. high for Drying

Little Giant Clothes Reels are ORNAMENTS, not EYESORES. Prevent wet feet, colds and other illness from same cause. Save doctor bills and lighten work.

Order from your jobber or direct from

Little Giant Company 222 Rock Street Mankato, Minn., U.S.A. Retablished 1876



Cronk's Wood Handle Pruning Shears

A Ouick Cutter

Steel ferrule. Notched hook (patented) prevents slipping, gives greater leverage, and makes cutting easier than with any other.

CRONK & CARRIER MFG. CO.

Elmira, N. Y.



TRIMO

THE WORD THAT STANDS FOR

Superior .
Pipe Wrenches

Monkey Wrenches

FOD

SHOP, HOME and FARM

Trimo Wrenches for sale everywhere; with Steel Frames that will not break; Nut Guards that prevent accidental turning of the nut in close quarters.

Order from your jobber or write

TRIMONT MFG. CO.
Roxbury, Mass.



Retails at 50 cents Best Spark Plug Tester

Fits any make Spark Plug. Its use will lengthen the life of the car. Every driver needs one. Fast sellers.

Ask your jobber, or write

Perkins Spark Plug Tester Corp. 350 Broadway, N. Y.

Silver Lake Sash Cord

Sold by Net Weight, Guaranteed Full Lengths

Established 1869

Silver Lake Co.

Newtonville, Mass.

Crime Wave Aids Hardware Trade

Dealers doing big business in Padlocks and Door Chains

THE crime wave is resulting in much new business for the hardware store man these days. Padlocks, heavy chains and burglar alarm devices are being sold like hot cakes and persons who never before thought to lock their doors are now taking double measures against intruders.

"Until a few months ago," said a hardware store man on Fulton Street, "we sold door chains only occasionally. Now we can't supply the demand. New Yorkers as a rule are careless, but I think that the present activity of the crooks will teach them a lesson. My advice to persons living in apartments is to keep their doors well chained. Professional crooks will get into almost any place, but extra precautions on hallway doors will keep the sneak thief out."—Evening Sun (N, Y.).

On the Pork

Mrs. Fish—"Henry, what's wrong with the car; it squeaks terribly?"
Mr. Fish—"That's natural my dear; they used pig iron in the axles."

Builders *and*Furniture Hardware

GLASS KNOBS GLASS PUSH PLATES

TRU-LIGHT MFG. Co. Bradford, Penna.



Open Up New Business— Double Your Money

Every house needs a glass cutter. But how many people know that one can be bought for 25 cents, and that anyone can use it?

Tell 'em! Put the Krak-A-Jac Display Card on a show case—up front where people can see it. It features a glass cutter that will do anything any glass cutter will do. A new cutter or money back if any Krak-A-Jac fails to hold up. The display card costs you \$1.50. You sell the glass cutters at 25 cents each. You double your money.

Order one of these display cards direct. Don't send us any money. Just give the name of your jobber and the goods will be billed through him.

J. E. MILLER & CO. 136 W. Lake St. Chicago, III.

SAMSON CORDAGE WORKS

MANUFACTURERS OF BRAIDED CORDAGE AND COTTON TWINES



SASH CORD, CLOTHES LINES, SMALL LINES ETC. SEND FOR CATALOG MASS.

THE G.G.G. HAME FASTENER

GUARANTEED

It is Strong, Durable, Looks Good, is Quickly Adjusted and is Easily Pulled Tight.

"The G. G. G." is stamped on every Pastener. Accept no substitute.

Finished in brass or nickel Packed ½ doz. in box

For Sale by Jobbers

G G G Metal Stamping Co.

Warren, Pa.







to turn out the best tool possible Today Chas. Morrill to make. is a nationally known institution and the same principle is the keynote of the business. Every MORRILL tool is first-class, scientifically designed and warranted—the kind that is easy to sell, that stays sold because it gives satisfaction, that builds confidence in the merchant and that brings in business.

Nail Puller

People who have used the MORRILL nail puller tell us it cuts their work in two. Will hold up under the most severe usage. Cannot injure the hand. Cannot get out of order. Pulls nails perfectly straight.

Saw Sets

The No. 1 is the choice of experts the country over. The "Special" enables anyone to set a saw accurately. There is a MORRILL saw set for every type of saw.

Bench Stop

A necessity in every wood-working shop. Holds wood in position while being worked. Adjustable. Lasts for years.
ALSO the liquid soap dis-

pensers, lead seal presses and hand punches.

The name MORRILL is a guarantee of highest quality.

CHAS. MORRILL **NEW YORK**

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X-ray of busy Hardware dealer's coat-pocket



We Measured the Pockets of 48,000 Hardware Men

Then We Built Good Hardware to Fit

Please note the X-ray picture of a busy hardware dealer's coat-pocket. Our engineers first secured data on the size of hardware dealers' coat-pockets. Then they designed and built GOOD HARDWARE. It fits the pocket of 99 44/100% of the hardware dealers in the United States.

That's one reason why GOOD HARDWARE is taken home and

read. The other reason is that it is bright and interesting—entertaining as well as instructive. The hardware dealer takes it home because it is full of good stuff he is interested in.

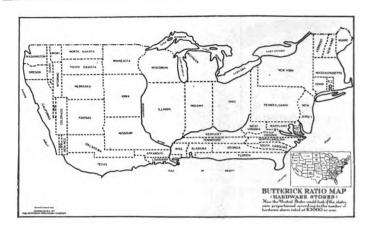
And by printing GOOD HARD-WARE in pocket size we make it easy for him to read GOOD HARD-WARE at home where he has plenty of time.

GOOD HARDWARE reaches every hardware dealer, every hardware jobber, every house-furnishing, toy and hardware department of every department store.

Write for rates. Lowest per page per thousand in the field

Good Hardware

Published Monthly by The Trade Division THE BUTTERICK PUBLISHING COMPANY Butterick Building, New York



A Map That Pictures Your Selling Problems

—sent free to business executives

The map at the top of this page shows how the country would look if each state were proportioned according to the number of hardware dealers rated at \$3,000 or over.

You can look at this map and get an accurate picture of the hardware markets of the country. You can see just which are the fat territories and which are the lean ones. You get the whole story at a glance. Not the kind of a map we used in school but a much more practical one for the man who has to consider the country in its relation to his business.

A large copy of this map, 13 by 20 inches, will be sent you with our compliments. This map will help you visualize the entire hardware field: GOOD HARDWARE will enable you to reach the whole hardware trade quickly, surely and economically. It reaches every hardware dealer and every hardware jobber in the country.

Write us on your letterhead for this map and we will send it at once with information about GOOD HARDWARE.

THE BUTTERICK PUBLISHING COMPANY Trade Division

Butterick Building

New York



Job Wanted!

Here is a "high-powered" salesman if there ever was one. He calls on every hardware dealer in the country every month. Represents a number of manufacturers. Ready to work for a few more.

He never skips a call—makes the little towns as well as the big ones—never pads his expense account—never lays down on the job. Rain or shine he calls on every hardware dealer in the country every month!

Can you use him at a cost of \$2.60 per thousand calls? He is GOOD HARDWARE personified—a salesman who covers the whole hardware trade. Reaches over 48,000 dealers and jobbers every month with his friendly, helpful messages. Reaches 2½ times as many stores as any other paper at a page rate that is 1/2 to 1/6 that of any other medium.

For full information write

LEONARD TINGLE, Business Mgr.

Good Hardware

Butterick Building, New York

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OD HARDWAR

A monthly magazine for the Hardware Merchant who believes the interchange of ideas is good for the soul and the pocketbook

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Publication Offices: Butterick Building, New York LEONARD TINGLE, Business Manager Butterick Building, New York

W. C. McMillam, Eastern Manager Edmund Carrington, Western Manager 709—6th Ave., New York Mallers Building, Chicago J. A. Townsend, Pacific Coast Manager Hobart Building, San Francisco





MCCASKEY

WHEN CREDIT IS SERVICE

CASH business is giving way to credit and service. In many sections of the country leading firms are casting for new charge accounts. They study the individual and his rating, then seek to serve him.

The advantage of the credit business lies in this service. To the merchant, modern method presents a system which makes customer credit

gilt edged, which guarantees customer satisfaction and which eliminates the all too many leaks and losses.

That system is The McCaskey "One Writing" Way. Its "Credit Limit" and "Due" cards stimulate collections. Its statements presented with every purchase at "One Writing" keep both merchant and customer informed of account standing at all times.

A special system is designed for every line of business. Write today for information about the McCaskey System of Accounts for Your Business.

McCASKEY REGISTER COMPANY, Alliance, Ohio

GOOD HARDWARE

A National Magazine Published Monthly for the Hardware Trade

Edited by BEN GREELY

Vol. 2

AUGUST, 1921

No. 11

We Ought to Throw the Word "Profit" Out of the Dictionary

Either that or find a way to explain what it really means to every man from Maine to Oregon and thus eliminate a lot of misunderstanding and loose talk about it

By Ben Greely



HAT is profit anyway? Why should we consider that the difference between what an article costs and what it sells for is "profit"?

We all know it is not profit—not by a long shot!

But this idea seems to stick in the minds of most people and is the thing that has given rise to a lot of this irresponsible talk about eliminating the "middleman" and his huge "profits."

If a contractor buys a hammer from you for \$1.50 and he happens to discover the startling fact that the self-same hammer cost you only \$1.00, the chances are about thirteen to one that he will raise a great howl about the enormous profit you are making at his expense.

In figuring his profit on building a house do you suppose he just adds up the cost of materials, deducts this from the amount he got for the job and then calls the difference profit? He'd stay in the contracting business a long time if he figured that way. He adds in the cost of all the materials and all the labor and all the supervision and every other item of expense

that entered into the construction of the building. Then what is left is real profit. Maybe it is ten percent. He compares this with the imaginary fifty percent that he has figured the merchant makes on a hammer and the comparison leaves a bad taste in his mouth—the merchant makes a clean fifty percent profit for doing nothing while he has to work like a trooper for a miserable ten percent. In the meantime the contractor takes his family out on Sunday in a Pierce-Arrow and friend merchant on his fifty percent profit has to be content with a second-hand Ford.

A Good Samaritan will come



What Happened When Good-Natured Smith Tried to Help Things Along

along some day and invent a new term for what most people consider as profit and there will be a more general understanding of the fact that the only profit a merchant makes is what he has left of the difference between cost and selling price after he has taken out a few small items such as rent, light, heat, clerk hire, insurance and interest on money invested.

T is pretty nearly time for our Post Office department to get busy and revise the present low parcel post rate so that the retail merchant can get a fair deal. There are two good reasons for this. One is that the existing rates discriminate against the merchant in favor of the mail-order houses: and this discrimination has been accentuated by the rise in freight and express charges. The other reason is that the larger cities have been given an advantage in that the present low rates tend to draw business away the smaller communities from through the mail-order houses. Why not a rate that will be just to the small town merchant?

WE READ of a little strike here and others there, and to some extent we have seen the local waste of these movements. It is not often that a person has the opportunity of taking a world-wide view of the situation and getting an idea of the strike waste of the entire world for a given period. Such an idea is conveyed by a summary compiled by the Manchester Guardian, which shows, for the first six months of 1920, a world-wide loss of 114,814,980 days and 8,977,798 persons affected.—Exchange.

LOOKS like we're beginning to step out. Last week's mail brought us letters from readers in Hawaii and Honolulu. And now comes this kind note of appreciation from a merchant in Rushworth, Australia—where hardware dealers call themselves "ironmongers":

The writer has been fortunate enough to read the October and December GOOD HARDWARE and I am taking the liberty of writing to ask if I could be supplied with a copy regularly.

A journal such as this with its snappy writings is appreciated by the average Australian ironmonger. With best wishes for the success of this splendid paper, I am Yours faithfully,

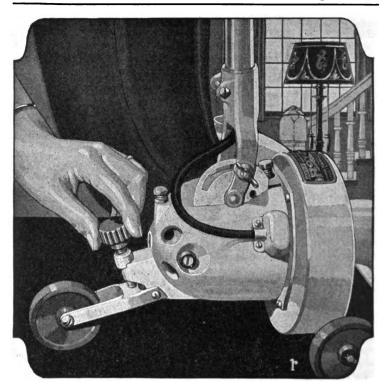
D. CROTHERS
per C. Brown, manager.

AFTER trying out the rebating of railway fares for a number of years with success in bringing in the farmers, the merchants of St. Joseph, Missouri, have abandoned the plan. It worked all right in the past, but these merchants feel that nowadays there is a better way.

In the past few years the merchants of this city have been behind the movement for hard-surface roads and have contributed liberally toward their construction and upkeep. It has been their experience that if you give the farmer a good highway into town, he will come, rebate or no rebate. Then, too, the townspeople will not feel that they are being discriminated against.

NOT long ago, ice cream was considered purely a summer dish and consequently hardware merchants looked upon freezers as something to be stocked only during the hot months. But times and tastes have changed. Ice cream is now accepted generally as an allvear-round dessert in American homes and the sale of freezers to housewives need no longer be confined to the summer season. The dealer who stocks this item and displays it both in his store and in his advertising will find it profitable.

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Adjusts to Any Floor Surface

A simple turn of this thumb-screw adjusts the nozzle of the Royal Cleaner to any floor surface, from thick velvet carpets or rugs to bare hardwood, linoleum, even concrete.

And cleaning concrete is important—cellar floors, summer porches and the sidewalks in front of your store need cleaning.

Can you honestly recommend a machine which "balks" at this very necessary work?

The Royal, because it so easily adjusts to every floor surface, is the most versatile cleaner made. Its powerful suction effectively removes both surface and imbedded dirt. Its wide nozzle is unimpeded by any supplementary mechanism. The Royal cleans by air alone—gently yet thoroughly. Dealers who are told that a "demand" still exists for combination sweepercleaners, should realize that such combination machines, while they once enjoyed favor, are today as far out of date as combination gas-electric lighting fixture. They have been superceded by the modern, efficient, complete cleaner of the air-alone type, of which Royal is the finest example.

THE P. A. GEIER CO., 5112 St. Clair Ave., Cleveland, Q. Manufacturers of Royal Electric Cleaners, Vibrators and Washing Machines

The New Market for the Sale of 1,000,000 Bicycles a Year

Hardware merchants throughout the country are rapidly climbing on to the band wagon to stock this profitable line which is coming into its own once more

By W. T. Farwell, Jr.



OW that the ever useful bicycle has staged a comeback and is fast regaining much of its old-time popularity, not only with the younger element, but with grownups as well, many hardware dealers are casting their eyes on the little two-wheeler with the idea of taking it on as a profitable side line.

A good proportion of the hardware merchants of this country have dabbled in the bicycle business more

or less at one time or another, but comparatively few have done little more than just dabble, and fewer still have made a real success of it.

The writer has called on many hardware men in various parts of the country and has found this attitude toward the bicycle business all too prevalent. Some dealers say: "We just stock a few bicycles for the accommodation of our customers, and don't care whether we make a profit on them or not." On the other hand, many dealers I have talked with earnestly endeavor

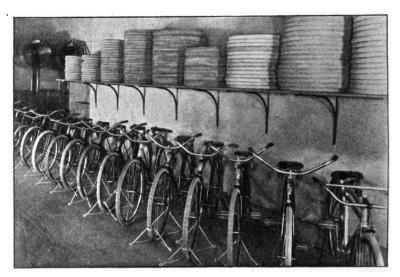
to make their bicycle line pay a decent profit, but fall down on the job because they have not sufficiently considered and studied some of the important elements which make for success in the bicycle business.

There is good money in selling bicycles if they are handled right.

There are several angles peculiar to the retail bicycle business which should be carefully considered by the hardware dealer who intends to stock this line. In the first place he must bear in mind the fact that the bicycle, simple as it is, requires the dealer to give service to the tuyer in the matter of adjustments and in making good minor defects which sometimes crop up after the wheel has been ridden a short time. It is the custom of the cycle dealer to give this service freely and the

> purchaser expects it. Such service necessarily adds to the cost of selling as it takes some employee's time and often some little parts or material to make required adjustments or repairs. Therefore it can be seen readily that bicycles cannot be sold at as close a margin of profit as articles which require no service. It is a safe bet to stick pretty close to the retail list price in the

More people ride bicycles today than ever before in the history of the industry. The blcycle has definitely won its way back to popularity and service. That it filis a real economic need is shown by the fact that three out of every four bicycles sold are used for commercial transportation or business purposes. And figures show there is market for 1,000,000 vehicles a year.



John Vollertsen, Davenport, Ia., has his bicycle and tire department arranged so that the merchandise makes a fine showing. Everything is neat and orderly



This dealer gives over a corner of his store to cycles, tires and accessories and pushes this department. It pays to display a number of vehicles on the floor

case of the bicycle for this reason alone.

Another important factor which must always be taken into consideration by the merchant is the matter of time payments. It is safe to say that the majority of bicycle sales are made on some sort of an installment plan basis. This ties up considerable money for a number of months at

bright. There is an immense potential selling field for this simplest and most economical means of transportation which, when more intensively cultivated, will yield a greatly increased crop of sales. That this larger sales field exists and only awaits the more widespread adoption of modern, intensive sales methods and publicity is



In every city of 10,000 there are about 1,000 boys and 300 more coming of bicycle age each year. By origanizing and promoting races you can get their trade

least, and naturally adds to the selling cost of each machine. Furthermore a certain percentage of loss must be figured in the overhead when bicycles are sold on payments.

The above factors are sufficient to show that unless the dealer allows himself a fair margin of profit there can be no real money in handling the line.

So far the writer has not painted the bicycle business in very bright colors, and he may have given the impression that bicycles are not a very profitable line. But, such is not the case, the foregoing being merely to point out the dark side of the cycle business first. Every line of goods has its peculiarities which must be studied and an efficient method of handling it mapped out in order to successfully compete with rival merchants who sell the same line.

Although the bicycle business, in common with all other lines of trade, is suffering from the prevailing commercial depression the prospects for the future are very sufficiently evidenced by the work of the Cycle Trades of America during the past few years in bringing the merits of the bicycle to the fore, and through sales promotion work among the dealers.

When this association of bicycle and allied manufacturers was organized four years ago the business was at a low ebb and the general public looked upon the good old "bike" as a thing of the past. Since then, however, a great change has taken place and the simple twowheeler is now recognized as a necessity, a modern means of transportation and healthful sport and recreation. This has been brought about through national advertising in magazines and newspapers, missionary work of field men (such as promoting races, assisting dealers in matters pertaining to better merchandizing and advertising methods) and the furnishing of various dealer helps in the form of window trims, posters, advertising cuts and copy, movie slides, etc.

Continued on page 52)
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Prove It At Our Expense

THROUGH advertisements and letters we are constantly telling you that John-

son's Wood Finishes are logical specialties for you to handle;

- -that it takes no experience or skill to apply them;
- -that they will give perfect satisfaction;
- —that with Johnson's Wood Dye inexpensive soft wood may be finished as beautifully as hard wood;
- —that with Johnson's Undercoat and Enamel any one can secure a beautiful enameled job;
- -that there is no better Varnish than Johnson's.

Our Free Offer to Hardware Dealers

Here's your chance to prove these statements at our expense. Surely there is something around your store that needs staining, varnishing or enameling. We will send you absolutely free, the material for doing any small job—a counter, a show case or a small floor. You or one of your clerks can easily do the work—at your convenience.

Free Instruction Book

We will also send you free a copy of our book, "The Proper Treatment for Floors, Woodwork and Furniture," which tells how to finish new wood and refinish old wood of all kinds. This book is the work of experts—illustrated in color. Use coupon below.

S. C. JOHNSON & SON, Dept. H D 8, Racine, Wis.

"The Wood Finishing Authorities"

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How About Selling Those Summer Vacationists Their Camping Goods?

They are stocking up on all kinds of equipment for fishing, motoring, camping and picnicking—and they're looking for advice, too, on what to buy

By Luke Hoskins



SUPPOSE that most of you hardware merchants are enthusiasts for outdoor life in the summer time. One reason for this is because there are so many things in the hardware store for the sportsman, and if you sell these things, it is only natural to assume that you are interested in them.

Now sporting goods is a line in which the limit of sales is largely dependent upon the interest you display.

It is quite obvious that you will sell a certain amount of fishing tackle and other outing supplies without very much effort on your part. But that is not what you are in business for—this scattered and haphazard trade. You are not just an order taker; you are in business to bring every possible bit of trade into your store and to

cultivate an active interest in this line of summer hardware among campers, fishermen, tourists and picnickers.

It is commonly claimed, and with authority, that business slows down during the summer months; but just give a thought to your Sporting Goods Department—busi-



Every store cannot spare space for as elaborate a display as this, but the wise merchant will push his camp equipment as hard as possible during August and September.

ness should increase in this line during the same slow period.

Here is merchandise which is naturally at its best in July and August. Perhaps it is because these two months are the vacation months of the year and outing supplies and equipment are assoNow, many of these Jim and Hank fellows have been camping in these same little canvas tents of theirs for many seasons—in other words, they are "old timers," and they will need only certain additions to their outfit. But there are thousands of others who will need



Two whole show-cases devoted to fishing tackle and camp sundries that look very tempting to the man planning his vacation

ciated with vacation time. Many people will be spending all or part of their week, two weeks, or month vacation in the open, and with this in mind, just figure the amount of merchandise which will pass over our hardware counters in equipping these folks.

Jim and Hank are a couple of pals who have decided to take their two weeks on a camping trip. They are going to pitch their tent on the shore of a lake where bass and pickerel are plentiful and they say there is going to be a decrease in the finny tribe for every day of their stay in camp. everything—tent, cooking utensils, canoe, cots, blankets—the whole list from A to Z.

If your store is prepared to take care of them, you are due for a lot of business from these campers, for every community has its share of them and they must buy their equipment somewhere. The more they can purchase right in their own home town, the less they will have to send away for or order from neighboring city stores.

In the vicinity of most towns there are generally camping and picnicking places where folks own

Digitized by Continued on page 66)

Sizing Up Your Competitors When You Enter the Electrical Field

You will be up against the contractor-dealers, the lighting companies, the electrical shops and the department stores—and the only way to get ahead is to go them one better in selling tactics

By Roi B. Woolley



OING in for electrical merchandising, both before and after, the hardware merchant should carefully consider the competition he must meet with in his community. In addition to growing mail order competition (mail order houses are adding to their lines of electrical devices, fixtures and appliances every day) competition will come from the local lighting company—albeit there are a few companies that do no retailing—

the electrical contractor-dealer, the out-and-out electric shop, the specialty dealer or distributor who operates from house-to-house with a crew of men, and finally the non-electrical store such as the department or furniture store.

In some cities there are implement dealers, manufacturers' agents and direct factory branches selling to the consumer. But in the main, your chief competition will come from the lighting company, the electrical contractor-dealer, the electric shop and the department store.

Let us first consider the lighting

company and its relation to the distribution and distributors of electrical merchandise. As makers and distributors of electric current, these companies are interested in building up what they call a "twenty-four hour load" on their lines. In short, they want to sell their product the year round,

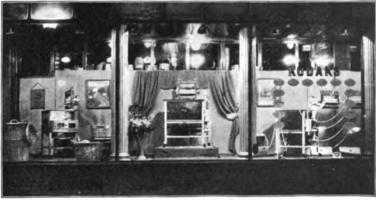


Photo courtsy General Ry Signal Co.

This Rochester merchant makes his windows pay by enlisting the manufacturer's support in the way of dealer helps

twenty-four hours per day—not only after dark. Thus the development of the "power load" and the "day load"—and their interest in all current-using apparatus and devices in home and business that level the power peaks and fill in the valleys.

A lighting company's "peak" may come at dark, say seven p. m., or, if it is a large industrial company, on the day when its industrial consumers are using most current. It is said that at one time the peak in Los Angeles was ten o'clock on Tuesday mornings. This was largely brought about by the great number of electric irons operated at that time. It can be seen that an average sized city may have a "day load" for power customers and a "night load," and that on an early winter evening or during a thunder storm these loads might overlap with resultant demand on the company's equipment in excess of its ability to serve.

At first, companies promoted the sale of current for lighting. Everything was done to promote wider uses for lamps. Out of this grew the "free lamp renewal" business which precluded the sale of such merchandise on any profitable basis

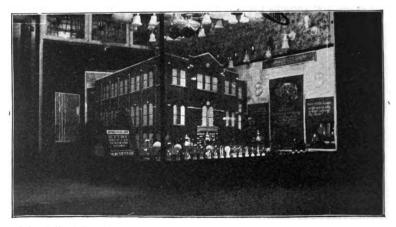


Lamps are the "collars" of electrical merchandising. The lamp department should do a big business in small space

by a dealer and which has always been a point of contention. In many cases companies gave away irons and such current-using appliances.

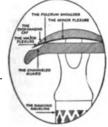
Today there are still certain companies that distribute devices on a basis which makes it difficult for

(Continued on page 74)



John Sell, of Pittsburgh, Kan., attracted considerable attention to his lamp window when he reproduced one of the city churches and showed it brilliantly lighted | C

500.000 since May 16 # in America alone



The New Improved GILLETTE SAFETY RAZOR

Note the position of the blade it the New Improved Gillette, he blade automatically touches to face at the correct angle to it the hairs slean through, See how the head of the razor rounded to make a guiding surce. How the shaving edge is nitrolled relative to this guiding irface so the shaving edge cuts in hair right at the surface of a skin.

the hair right at the our purification at its akin. Improved Gillette uses the same fine Gillette Blades as you have known for years—but now your blades can give you all the luxury of the finest shaving edge in the world. Identify the New Improved Gillette by its

Fulcrum Shoulder Overhanging Cap Channeled Guard Micrometric Precision Automatic Adjustment Diamond Knurled Handle Diamond Trademark on Guerr

Piner Shave—Longer Service More Shaves From Your Blade

In SILVER and GOLD Shaving Sets and Traveler Outfits, \$5 to \$75

The New

The New Improved Gillette

Patented January 13th, 1920

INVIDENCE of the confidence of Man the world over in this great achievement - the New Improped Gillette—is briefly this:—

Announced to the public on May 16th, 1921.

Demand unforeseen by many dealers.

A week later "RUSH" orders from these same merchants.

At one time, it looked as if New Improved Gillettes were at a premium.

Within a month, distribution showing signs of catching up with demand, in spite of unfilled orders.

Today, the factory still making an effort to catch up-with 500,000 New Improved Gillettes already sold to the first 500,000 lucky enough to get them.

The most spontaneous response to any razor of any type since the world began making and using shaving implements.

NOTE: — The Gillette Company assumes full responsibility for the service of Gillette Blades when used in any GENUINE Gillette Ruse ather old-type or New Improved Gillette. But with IMITATIONS of the genuine Gillette, the cannot take responsibility for service of Blades.

GILLETTE SAFETY RAZOR CO. BOSTON, U.S.A.



Boston New York Chicago Shan San Francisco Paris

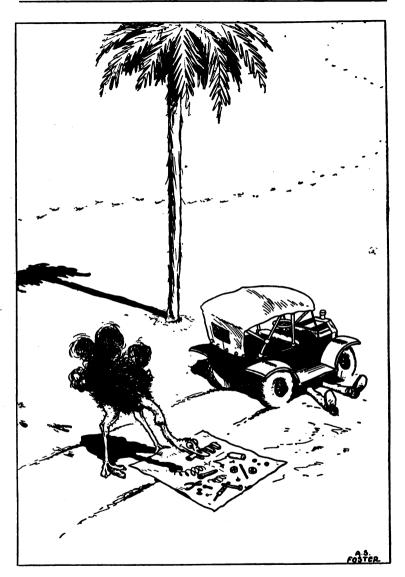
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Milan Amsterdam Port Elizab ort Elizabeth Rio de Janeiro

Sydney Singapore Calcutta

Tokyo Madrid Constantinople Brussels Copenhagen

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\$100 in Prizes for the Best Titles to This Picture Send Your Answer in Today

Coogle

Want to Earn Some Easy Vacation Money? Send in a Title to the Picture on the Page Opposite

The contest closes in two weeks but there is still plenty of time and everyone who competes has the same chance

SOMEBODY is going to sit down and in a few minutes dash off the title that will win the first prize—\$50 in cash.

Pretty easy way of picking up a little vacation money, isn't it? And yet you have the same chance that everyone else has, and it isn't much of a job to figure out a title to a picture. You never know when a good title will come to you until you sit down and give a moment's thought to it.

Why not take a crack at this prize money? If you have not sent in an answer already, now is the time to get to it. Or, if you have, try sending a few more. There is no limit to the number of answers that each contestant may submit. Remember, there are nineteen prizes in all and if you are not lucky enough to get the big one, you may win one of the others.

There is still time—plenty of it—so get busy and think of a real, bang-up good title for the picture which we are reprinting for the last time on the page opposite. The contest is open to hardware jobbers, salesmen, clerks and to all members of their families.

On account of the large number of replies, it will be impossible for the judges to come to a decision in time for announcement in the September issue of GOOD HARD-WARE but the names and titles of the winners will be printed in the October number.

THE CONDITIONS

1. There will be 19 prizes in all. The first prize will be \$50 in cash;

the second, \$20; the third, \$10; the fourth, \$5; and 15 other prizes of \$1.00 each. These prizes will be awarded to the men, women or children sending in the most clever and appropriate titles to the picture which appears on the page facing this one.

- 2. The contest is open to all Hardware Merchants, Jobbers, Salesmen, Clerks and to members of their immediate families.
- 3. Answers should contain the title, the name of the contestant and the hardware firm with which he or she is connected. Also, the firm's address.
- 4. No title may contain more than 12 words. Contributions longer than this cannot be considered. Each title submitted must be on a separate sheet of paper.
- 5. Titles may be in prose or rhyme. They may be original or quoted from the Scriptures or from any author.
- 6. The contest closes at midnight of August 20, 1921 (Eastern Time).
- 7. The judges will consist of the editors of GOOD HARDWARE, ADVENTURE and THE DESIGNER.
- 8. If two or more persons send in the same winning title, each will receive the same award.
- The winners will be announced in GOOD HARDWARE as soon as possible after the closing of the contest.
- 10. Send answers to Contest Editor, GOOD HARDWARE, in care of the jobber whose name and address are on page 3.

Our Iron Business is Good!



The housewives in your locality want this splendid New Gravity Self Heating Iron—it makes cool work of a hot job-Gravity feed-no pump for air pressure required—generates quickly and easily simple to operate—costs less to run than electric or gas—no cords to bother.

This iron is the result of our many years experience as the world's largest makers of self-heating irons.

FULLY GUARANTEED

Send for full details—be prepared to go after this profitable business.

The Imperial Brass Mfg. Co.

1231 W. Harrison St.

Chicago, Ill.

Makers also of Bronze Signs, Door Guards, Puil and Push Bars, Kick Plates, Watrous Liquid Soap Fixtures, Welding, Cutting, Carbon and Lead Burning Equip-ment, Self-Closing Cocks, Automobile Primers and other Automobile Accessories.



What Can We Do to Keep Business Humming in August?

It's easy enough if the hardware man tackles the job the right way, but work is the only remedy for that vacation bug that gets into the system

By William Ludlum



AVE YOU noticed that about this time every year, the mercury starts going up and the merchant's spirits down? And as he peels off his coat and vest, that merchant settles down to wait for the "dull season."

In my opinion, that's the best way of admitting you're licked, when a little work, done with the head and the hands, can turn this same period of depression into one of activity and success.

The best way to overcome the let-down of the summer season is first to locate the cause and then hunt up the remedy. The cause is not so much due to absent customers, extreme heat and other familiar business ailments as it is to a condition of the business mind—a deep-rooted habit of looking at summer sales through vacation-colored spectacles and the feeling: "Why should I work my head off-

when so many others are loafing and having a good time?"

This is the root of the whole business, or rather lack of business, during the summer months. It's the vacation bug at work in the human system and the bite of this little insect produces the most contagious of all business complaints. The only remedy is work—killing the pesky critter by increased, instead of decreased, activity in each and

Some Slump-slamming Paragraphs

Ice-cream Pressers—To cool the inner man

Refrigerators—To regulate the temperature of the dinner table

Lawn Mowers—To trim grass in wet weather

Garden Hose—To make grass grow in dry weather

Garden Tools—To provide the best known remedy for stiff joints

Window Screens—To guard against over-exercise with a awatter Screen Wire—To double the

Paint—To freehen things up Fireless Cookers—To do away with a fire department in the kitchen

Hammocks—To provide the coolness of motion when there's no motion in the atmosphere

Sporting Goods—To prove that all work and no play makes Jack very poor company for Mrs. Jack

Automobile Accessories — To quicken the motor impulse of summer business

every separate item of business detail.

This little insect belongs to the variety known as "lazy" and when things begin to move too lively to suit his take-it-easy constitution, he soon drops out of the race and goes snooping around for another victim.

The Insect Loses Out

The best way to put this aforesaid little insect out of his misery is to "speed-up production" in advertising, window dressing and store display. Cut the word slump out of your summer business vocabulary and substitute jump in its place.

Instead of admitting business is bum, work up muscle and hustle, and make it—hum! If twenty-five per cent of your customers are away taking the rest cure, don't consider their absence as an unavoidable hole in the profits, but, by driving, sell thirty-three and one-third per cent more of your merchandise to those still at home. If the weather is hot—forget it and get busy; there is nothing like a good sweat to cool the atmosphere.

Folks need just as much hardware in the summer as they do at any other time of the year, only it's too much of an effort to think about it-they want someone else to do it for them and—it's up to you! They have a subconscious knowledge of their needs, but you, if you are on to your job of selling hardware, are fully alive to their needs, and all you have to do is to let 'em know it by every method at your command—advertising, window displays (changed early and often) and the personal touch; the latter the most effective of all. A word to the wise is said to be sufficient, and a word in the right place from the wise merchant is often more than sufficient to land many a customer who is only waiting to be "put."

Of course summer trade depends a great deal for its success on the variety of seasonable goods carried in stock. This includes window screens. screen doors, lawn mowers, garden tools, garden hose, wire netting, refrigerators, fireless cookers, and motor accessories and sporting goods. The last two items alone, if properly displayed and pushed, will bump the slump for a knock-out. summer business doesn't stop here by any manner of means: all the little items of general hardware and tools have their ready market as well. Most men have more leisure time for "fixing" things up during the vacation months than at any other season and "fixing" requires Push this line for all it is worth and you will cash in on it.

Although summer time is playtime, it must be borne in mind that many men regard tinkering at home as the finest sort of play. They find their greatest pleasure in doing odd jobs about the house and while John may be having the time of his life driving a golf ball or swinging a baseball bat, James may be having just as much fun driving nails or pushing a saw.

The hardware merchant can play up to both of them. Work John for his play, and play James for his work. Sell the one his sporting goods and the other his hardware and have a good time doing it. Forget the slump habit and keep on the jump. It's only a question of holding up your end. The only way to take the slump out of summer business is to stop slumping. If the man behind the counter doesn't let down, business is bound to keep up!

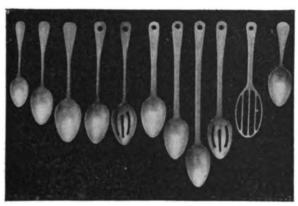
The New Car

Husband—Now, in driving this car, of course you will have to change gears.

Wife—Why, won't they change them where we bought the car?

15.00

"SWISSALU" CAST ALUMINUM SPOONS AND LADLES



THE "HARDWARE" TRIAL ASSORTMENT

Big values to retail at from five to fifty cents. Full sizes. No skimping. Highly polished. Good profit.

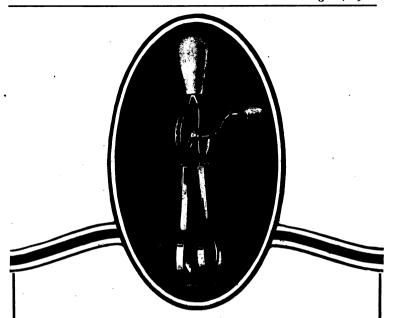
miniping. Inguity pointing.	
72 pieces 6 in. Tea Spoons. Retail 5c. each	\$3.60
48 pieces 71/4 in. Dessert Spoons. Retail 5c. each	2.40
36 pieces 81/4 in. Table Spoons. Retail 10c. each	3.60
48 pieces 10 1/2 in. Basting Spoons. Retail 10c. each	4.80
24 pieces 101/4 in. Slotted Cake Spoons. Retail 15c. each	3.60
24 pieces 11 in. Wide Hdld. Basting Spoons. Retail 20c.	
	ea. 3.00
12 pieces 15 ½ in. " " " " 35c.	ea. 4.20
12 pieces 13 in. Wide Hdld, Slotted Cake Spoon " 25c.	ea. 3.00
24 pieces 10 1/4 in. Egg Whips " 10c.	ea. 2.40
24 pieces 5¾ in. Spice Spoons " 5c.	ea. 1.20
Retail Value	\$36.60°
POST PAID TO YOU	21 60

Order One Trial Assortment!

YOUR PROFIT

THE GEO. H. BOWMAN CO.

Aluminum Specialists
224-226-228 Euclid Avenue
Cleveland, Ohio



The WHIPWELL Egg Beater A Real Beater—A Real Seller

SELLING eggbeatersis easy when you make a specialty of the "Whipwell." Every one you sell will bring women into your store. It does its work so quickly and so well that women talk about it to their friends. That sells more "Whipwells"—and it sellsother housefurnishing goods for you as well.

The "Whipwell" Egg Beater has eight blades instead of four. That means it does its work in half the usual time. The driving wheel is so accurately constructed that the cogscannot get

jammed or out of order. It has a white sanitary handle that gives a good grip. The wire frame is strong and rigid. The whole eggbeater is mechanically perfect. The batters are so constructed that they will not splatter and thus the housewife can beat eggs in a very small utensil.

You know the satisfaction and the profit in selling articles that stand up in constant use and that will bring you other customers. The "Whipwell" eggbeater is that kind of an article.

Write us for information giving name of your jobber.

C. H. @ E. S. GOLDBERG 585-591 Hudson St., New York, N. Y.

Pacific Coast Agent: RICE-HITT CO., 709 Mission St., San Francisco, Cal.

Our Salesman is Called Back From the Road to Become Sales Manager*

He finds that he is up against organization—which means relinquishing many of his individual liberties and learning to give and take

By Saunders Norvell

Illustrated by Tony Sarg

NOW comes the most critical time in the career of our salesman. Let us suppose that ten years have passed since Newman packed his grip and started out on his first trip as a commercial tourist. In the meantime he has married, he has several coupons off the bonds of matrimony to show for it and possibly his girth has expanded.

He is now a seasoned business man. He has demonstrated that he knows how to work. He has proved himself bombproof against the temptations which bequile and destroy so many. On the anvil and in the fire, he has made good. By all the tests he is acknowledged a successful salesman. He commands the respect of his house and his associates. He is looked up to as a reliable, dependable man. He has developed character. He has seen other men fail. He has studied the reasons for their failure.

By his strength of will power and good management he has saved money. Out of these savings he has bought stock in his house. By the world he is looked upon as a "coming" man. He has something that the world needs—now comes



Copyright, 1921

No longer can he do what he wants. Their directions are definite and to the point. Also he receives sharp criticism



He goes home at night worried and tired

his hour, when he is to teach others what he knows. He is called into the house to take the position of sales manager.

The first year he is in the house is very likely the most unhappy year of his life. On the road he was free to come and go as he pleased without regard to time or other conditions. He was his own master. Only results were expected of

him—how he got them mattered not. Now he finds that there are certain definite office hours and certain rigid office regulations to be observed. No longer can he do what he wants when it pleases him. Now he is in close contact with other men who are over him. Sometimes their directions are definite and to the point. Also he receives sharp criticism.

He feels that there is something wrong. For the first time in his life people irritate him. For some men he has a growing feeling of animosity. The voices of certain men jar him. He looks back with fond regret to the happy days on the road when he traveled from place to place, shaking hands with his friendly customers and when he received only nice letters from his house congratulating him upon his success as a salesman. Something is wrong with the world. What is it? He goes home at night worried and tired. For the first time he is irritable and cross with his wife and

(Continued on page 82)



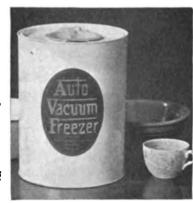
Aristedes was unjustly sent into banishment for ten years on the testimony of Themistocles who was jealous of him

Two Big Profit Points

It does move quickly and it does create enthusiastic customers

Those are the two big profit points that have "sold" the trade on the

Auto Vacuum Ice Cream Freezer



as a merchandising proposition.

HE ice cream literally freezes itself in this remarkable Freezer. NO cranking or other toilsome work. Light, sanitary, durable. Beautifully finished in white enamel. Comes in 1 quart, 2 quarts and 4 quarts sizes, with illustrated booklets and signs for attractive window display.

Appeals strongly to the busy housewife. And because it "makes smooth ice cream without cranking," every user becomes an enthusiastic booster.

The quick turnover is backed by a liberal profit for the dealer.

Write us direct or order through your regular jobber.

AUTO VACUUM FREEZER CO., Inc.

(Manufacturers)

220 WEST 42nd STREET, NEW YORK CITY





Magnet-Lite sticks where you put it on metal parts of your car powerful electro-magnet base holds it fast. Instantly readyused anywhere. Strong lightno shadows—no holding. Complete with 144 inch cord and dash connection plug—at retail,



Sample Light Sent to Dealers Anywhere — Charges Prepaid The fastest mover in the whole Accessory Market today

In these doldrums of the accessory trade, Magnet-Lite comes like a fresh breezel Motorists everywhere want this lamp with the magnetgrip.

The demand for Magnet-Lite is brisk. It's the greatest trade stimulator you ever handled. Now is the time to round up the car owners by pushing Magnet-Lite.

Magnet-Lite retails for \$5.00, which leaves a splendid profit for the dealer and distributor. Excellent territory is waiting but you must write today. Full information on discounts, sales helps, available territory, etc., will be sent at once.

Liven up your accessory trade with Magnet-Lite. It is great for the man who sells it and the man who buys it. The coupon at the bottom will bring a complete sample light and "all the dope."

THE MAGNET-LIGHT CO. [] Currency [] Cheek 159 S. Michigan Ave:, Chicago, Illinois [] Express Order Contlemen: Please send me full particulars regarding

Gentlemen: Please send me full particulars regarding Magnet-Lite territory, sales helps, etc. Enclosed find \$5.00 for sample light complete, charges prepaid.

lease indicate:	Name
Bingle Contact Double Contact	Concern
] 12-16 volts	Street

Made Solely by THE

MAGNET LIGHT COMPANY

General Offices: 1509 S. Michigan Ave.

Factories: 1526 S. Wabsah Ave. CHICAGO, U. S. A.

Territory Served....

These Charts Show Why Keeping Shelves Filled is Good Business

A clear presentation of the crux of the situation that many retailers are facing today—extracts reprinted with permission from an article in "Printers' Ink"

By Edward T. Tandy

EVERY dealer who has let his stock accumulate rather than take his loss is already more than half convicted of his mistake. He knows that customers soon leave off dropping in where only old stuff is shown. He knows that he must have the new things or be at the mercy of his competitors.

While waiting for the day when he will feel sure that wholesale prices have touched rock bottom, many a dealer is letting his stocks run down. The majority of such dealers have but the shadowiest notion of the disastrous effect that action, or rather lack of action, on their part has upon their business, threatening it with sure extinction.

It would be a simple matter for the retailer to convince himself of the effect by means of a chart or if his stock, when full, is represented graphically by a square standing for 1,000, then part of the square (See Fig. 1—A) will stand for his rapid sellers, the items that turn over seven to twelve times a year. In the same way, 300 (B) will represent his good sellers that make three to six turnovers a year.

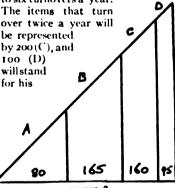
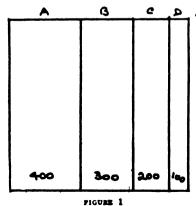


FIGURE 2

slowest sellers that turn over once or less in a year.

Now consider what happens if, instead of being kept up by frequent purchases of new items in the A and B classes of sellers, the stock is allowed to become depleted to, say, a half. The half stock that is left does not by any means contain an even half of the original stock. It is more like Fig. 2.

Here it is seen that instead of half his rapid sellers, or 200, he has only 80 of his original 400 (See Fig. 2—A), and while there may be 165 (B) instead of 150 of the original 300 good sellers, he has still on his



two-telling as tornadoes, yet readily drawn. Here are such charts. Any storekeeper will agree that

tnat 3

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Blacksmith Vises

UIKWERK Vises stand up under hard service because quality is built into them. leg and body are made of the same high-grade steel as the gripping surfaces of the jaw-in fact, forged in one piece. And these gripping surfaces are hand-cut like a good file, so that they take a sure hold with the minimum pressure. Sizes from 30 to 200 pounds.

Order them through your jobber

The Warren Tool

& Forge Co.

264 Griswold St.

Warren, O.

hands as many as 160 (C) instead of 100 of his 200 slow sellers, and practically the whole, 95 (D) instead of 50, of his 100 worst selling items, the things on which he never expects at any time to make a profit.

Depletion by sales reduces stock in about that ratio, the ratio of the diagonal. Very quickly it brings it to the point where the storekeeper has a business in which 51 per cent of it is never depended on for making money. In place of a business in which 70 per cent could be relied on to turn over quickly and be highly profitable, he has one in which only 16 per cent pays, and that is rapidly disappearing.

How rapid turnover works out to the benefit of the dealer can be made as plain as a pikestaff. Take

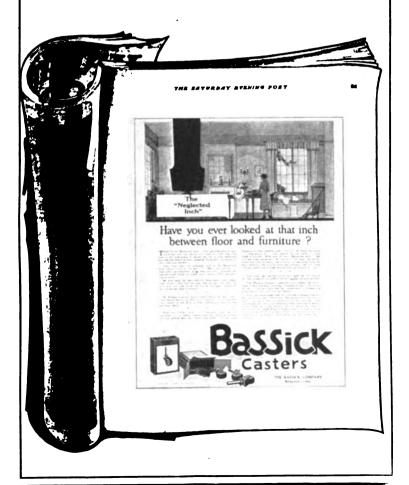
this example:

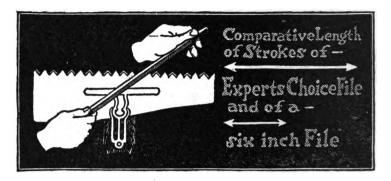
A great house, handling a small package line exclusively through jobbers, used to make its minimum order a full carload, costing \$4,000. That was about a four-months' supply for the average jobber. This house is now urging its jobbers not to order more than a quarter carload, one month's supply. It will furnish even as small a lot as a two-weeks' supply, one-eighth of a carload, something never dreamed of by this concern formerly.

Here is what the new plan means for the jobber. The jobber's average net profit is 5 per cent on a turnover. Under the old sales plan the jobber netted on this product \$200 profit in four months. Under the new system he nets \$50 a month, making \$200 in four months. Is the one arrangement the same as the other? Not by any sort of means!

By taking a one-month supply the jobber makes his \$200 in four months as before, but he does it on a capital of only \$1,000 instead of the \$4,000 needed to take care of the four months' supply method. Consequently he now has \$3,000 of his

Bassick —a new name in hardware profits





Sell This Guaranteed File

-Carpenters Will Come Back for More

What Users Sav

Expert's Choice Files are real saw files, the best I have ever used, and I have been filing saws for more than thirty (30) years. Charles W Lamb, 127 Madison St., Staunton, Ill.

I am head filer of Circular, and Hand Saws for Thompson & Starrett Company, also for Stone & Webster Construction and for Superscript webster Construction Company, I use only the Delta file, and have filed fifty (50) hand saws with one file and will bet I can do it again.

B. F. Benter, 7117 Cedar Ave., Cleveland, Ohio

The Expert's Choice files 18 saws and is cheaper at a cost of 50c than the ordinary files at any price.

Frank Luther, Chicago

HE man who uses a file likes the Expert's Choice because it does twice the work of an ordinary file-in half the time. The Expert's Choice nearly doubles the value of his time.

It's in the Quality—in the cut of the tooth and in the length of the stroke. It gives a stroke more than twice as long as the ordinary six-inch saw file. This makes it cut faster and last longer. See the illustration at the top of the page.

You can guarantee to give a man his money back if the Expert's Choice does not prove to be the most economical file he has ever used.

THE HIGHEST GRADE FILE HAND SAW EACH CARPENTER'S SPECIAL 25 EACH MECHANIC'S FAVORIT 30 4 EACH EXPERT'S CHOICE DOES TWICE THE WORK IN HALF THE TIME THE FILE YOU WILL EVENTUALLY USE

Write for more information to your jobber or to

Delta File Works

Philadelphia, Pa.

This sign will be supplied to hang in your store

\$4,000 free to use in expanding his business. If he takes the two weeks' supply he has \$3,500 to use on other lines.

Assume that he makes 5 per cent on his \$3,000 in new business, on a monthly turnover. That brings him in \$150 a month, or \$600 in four months—\$600 to add to his \$200. What is the result? Instead of making, as previously, only \$600 a year on his \$4,000 capital, he will now make a profit of \$2,400 a year—\$1,800 extra—without investing a single cent more than his original \$4,000! Look at this again:

OLD PLAN

Capital	Term	Profit
\$4,000	4 months	\$200

Total Profit in 4 months \$200

NEW PLAN

Capital	Term	Profit
\$1,000	1 month	\$ 50
\$3,000	1 month	150

Total Profit in 4 months \$800

Year's profit, new plan 2,400 Year's profit, old plan 600

Extra Profit in year \$1,800

The case here cited is an actual one. It has, of course, required a great deal of careful planning to work out the details of the system so that delivery to any point shall always be by carload. But the jobbers assisted by cooperating in fixing their orders.

Our Mistake

In the July issue of GOOD HARDWARE, we made an unfortunate error in setting up the advertisement of The Wilder-Pike Thermometer Company. The error was due to a transposition of the figures 2 and 5, which made the retail price of their thermometers read 52 cents instead of 25 cents.



Electric Lamps Portable Drills Grinders, etc.

Used by garages, workshops, factories, and stores everywhere. The safe way of taking care of the slack cord on extension lights and electric tools. Enables light and power to be used anywhere with absolute safety. You can sell the "Autex" under the manufacturers' positive guarantee. Write for full particulars—Let us tell you all about the "Autex." We have a selling plan that actually Sells Reels.

CINCINNATI
SPECIALTY MFG. CO.
Cincinnati, Ohio

Hardware Merchant Plays Traffic Cop

"NOW, what ordinance have I broken?"

As he stepped to his car at the edge of the curb the owner pondered. He had not outstayed the limit, he was twenty feet back from a fire plug, his wheels were within two feet of the sidewalk. He couldn't see that his car was any more in the wrong than any of those—but, by gosh! They were all tagged just as his was. That neat little formal note on the steering wheel which entitles one to a chat with the judge in the morning, was there staring him in the face.

Pinched alone and one is in the dumps; but pinched with the bunch and one is in style—almost in high spirits. So the car owner was not so much peeved after all.

He swiped at the tag and caught it. Yes, there was the little fine print line on the face that no man could miss. Bringing it closer he read:

"YOU ARE REQUESTED TO APPEAR-"

The definite instructions were on the other side, so the fellow turned over the tag. He read:

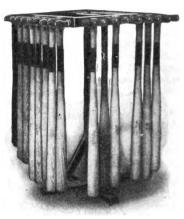
"This week, if convenient, at the TENTH ANNUAL SALE NOW IN PROGRESS at the Seliker Hardware Company"

A Good Way to Show Baseball Bats

IF baseball bats are kept in a bin the chances are some of them will warp. The possibility of bats being spoiled by warping is lessened if a rack like the one illustrated here is used. Furthermore, the rack has a distinct display value.

We ran into this in the store of the Seymour Commercial Company, Seymour, Connecticut. It is a home-made affair and can be made by any man who is at all handy with tools. The illustration shows all that is necessary regarding the construction.

The top is made of two-by-fours in the form of a square and is supported by a pedestal 40 inches high. The bats are held in place by com-



This simple, home-made display rack keeps baseball bats in good shape, and helps to sell them

mon wooden base knobs placed around the top just far enough apart so the bats cannot slip through. The bulge on the knobs also helps to hold the bats in place.

About 40 bats can be displayed at one time on this fine little fixture.

A Home-Made Rack for Sunshades

THE Bashford-Burmister Co., Prescott, Ariz., has decided after a trying out of several methods, that the horizontal position is the best way in which to display sunshades.

At one time they had a fixture which was a rack for displaying shades vertically. At the bottom was a block with holes to receive the tips of the sunshades. They quit this because they soon found



SEMPLE RUBBER CO., TRENTON, N.J.

 $\mathsf{Digitized}\,\mathsf{by}\,Google$

that the tips were being marred when put down into the holes; and that happened many times as the shades were taken out to show customers. Before a season was well started, the sunshades had the appearance of being second-hand.

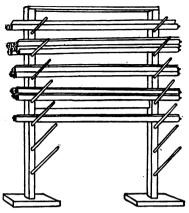
Now, they use the home-made fixture illustrated in the accompanying sketch. It is made of two uprights with pegs driven in at a slant. Two squares of inch-wood support the uprights and they are connected by a top piece and another crosspiece half-way down. The shades rest on the pegs on both sides. It is now on the counter.

Prevents Loss on Unpaid Instalments

HARMSTEAD & HOLDING, hardware dealers, in Urbana, Ohio, secure a promissory note on all articles sold on the instalment plan. It protects them against loss.

They sell a large number of motorcycles and bicycles to young men of their community with the privilege of paying so much a week or a month. They have no set rate of payment; each case is handled individually. They may demand monthly payments of \$15 from one person and only \$5 from another, depending upon the circumstances.

In all cases a note is filled out and

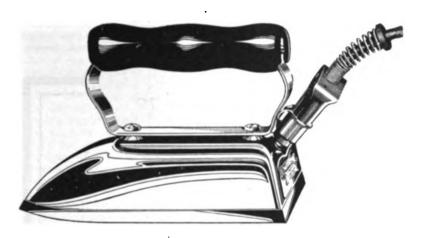


Sketch showing home-made rack for displaying shades

signed by the purchaser. This note serves as a mortgage on the article sold and is immediately filed with the county recorder. It provides that if the purchaser fails to meet the payment within three days after it is due, the note automatically matures, the amount remaining unpaid becomes due and payable and the mortgage may be foreclosed.

While this note protects the purchaser from foreclosure as long as he is faithful in meeting payments, it also protects the merchant from waiting too long for the note to mature before placing for collection.

s41 th.	gurbana, OHIO. March &6 1919
the order of HARMSTE	to a politing and AM DOLLARS
	of ff 10.09 ft marel. Dates received, solid beloved.
HOLDING, until this not is rest in the said	Telly paid, and by an opposit shall the title of the said. All region the property of HARMSTRAD & relity paid, and by an opposit shall the title of the said. All the saids in given; together with the interest therefor is fully paid. No person in authorized to collections on this said, unless the saids in presented and fifth amount paid, skyly inderested at the old to extend the time or payment or renew said note. It is also agreed, that if any of saids pays there are for the true days after failing down them all of said payments remaining unpide dant pieces possess.
due and payable. This note	te draw Hight per cont. Interest from date, if not paid at maturity.
Suita · · · · · · · · · · · · · · · · · · ·	





The best electric iron being made today

Famed for its wonderful service

We back dealers with sales helps of exclusive quality

CHICAGO FLEXIBLE SHAFT COMPANY

5614 Roosevelt Road, Chicago, Ill.

30 Years Making Quality Products



Don't suffer from Mail Order Competition

Heekin Cans

are of such quality and attractiveness, that no mail order house will ever bother you in competition with our cans.

We are giving you a forceful leverage against this mail order business, as the picture will show. There is no better way to stifle mail order competition than by sending your own "catalog" into the home, in the shape of a HEEKIN CAN beautifully lithographed.

Here are a Few Advantages

- Dealer's "catalog" will be sold to the housewife in the form of a neat picture on the can and not given away.
- 2. It will show his wares in colors and not "plain black on white paper."
- His catalog will stand open and will be read every day of the year.
 He will send out his own individual label lithographed in colors—have his name constantly before his customers.

Write Us Today for Full Details

The Heekin Can Co.

Sixth and New Sts. CINCINNATI, OHIO

A Look Backward in Cutlery Making

By CHARLES H. PAINE

HISTORIAN has found out that shears as we know them today were not in use before the seventh century and that the principle of the present pair of shears was discovered around the fourth century by an unknown inventor in Italy. Before that time the shear was nothing but a knife with a rather pronounced blade used singly. very much like any knife for cutting cloths and other articles. are still used in the plural form, so are scissors, indicating that the two parts of the instrument are really two, attached for common action. The introduction of shears has proceeded very slowly and peculiar as it may sound, there are still parts of the world where the old fashioned single shear is used for haircutting and other manipulations.

When the Romans carried their arms into Egypt they penetrated approximately to the place where the present Assuan dam is found. Here then they introduced the newest fashion of "hair-cut complete" as employed by Roman fashionable barbers. The hair in this case was pressed with a wooden stick against the single blade of the shear and a very suitable, if not always artistic, haircut was obtained. The Romans have gone from Egypt many hundred years ago but the Assuan native barbers still follow the Roman fashion of haircutting. Who will now say, that fashions are not conservative? It is generally conceded that the best shears of the world are made in the United States and American tailor shears and haircutting shears are used today in all parts of the world.

The custom of shaving dates back far into the history of mankind. When man emerged from the cloudy past and appeared in the



Jointed Rifle Rod

Marble's 1921 cata-

log. Prices quoted

are list-good dis-

counts

Solid as a one-piece rod — won't wobble, bend or break. Brass or steel, 26, 30 and 36 in, long, in cloth bag. List price \$1.25.

Rifle Cleaner

Softest brass gauze washers on steel wire—thoroughly cleans without injuring finest rifle. Fits all standard rods. List price 60c.

Marble's Nitro Solvent Oil

This wonderful oil is unequalled for sportsmen's equipment—dissolves residue of all powders, including Cordite. List price 2 oz. bottle 35c, 6 oz. can 65c,

Marble Arms and Mfg. Co. 533 Delta Avenue

Gladstone, Mich.

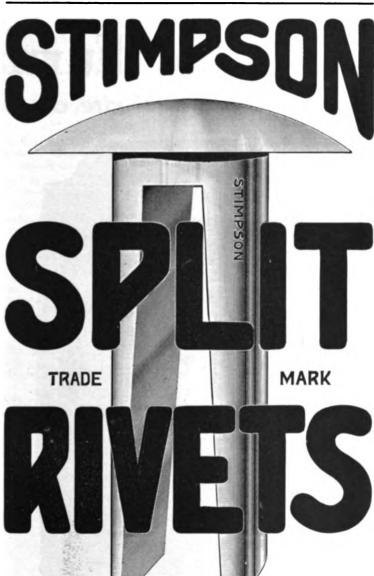




pages of history, shaving the face was already an established custom. The highly cultured Greeks and Romans had their faces shaved and it is told of one Roman emperor that he entrusted this business to his daughters, fearing the hand of the ordinary barber. Caesar was clean shaven and so were others of the Romans whose portrait busts have come down to us. The barbarians on the boundaries of the Roman empire, the Germans, the Celts and other races wore long beards. The custom of shaving the face entirely is most prevalent among the Anglo Saxon race in the United States and England.

The Roman races show a great partiality to the mustache while the full beard is more frequently found in Germany and certain parts of Eastern Europe. The Roman of the time of the empire had his face attended while in the beautiful public baths which were then the centre of the social intercourse of the men, and the samples of Roman razors still in existence seem to indicate that the work was done with much circumspection if not exactly painless. The old Roman razor consisted of a sort of a scraper which was firmly taken in the hand. could hardly be operated by anybody but a trained barber.

The modern razor dates back several centuries and the so-called hollow ground blade is a comparatively new invention, having become possible only after the introduction of modern steel. The Roman razor was made of bronze. It is a peculiar fact that the best made razors are still finished by hand, notwithstanding all progress made in machine construction. Experts have stated that 75 per cent. of the cost of a first-class American hollow ground razor consists of the labor that goes in making this very excellent article. 9



EDWIN B-STIMPSON COMPANY 801 KENT AVENUE BROOKLYN, N.Y. U.S.A.

Put the Furnac

(Write or Wire



Digitized by Google

e in the Parlor!

for Particulars)

The key-note of the most radical and most sensational development in the history of the stove and furnace trade is this; "Put the Furnace in the Parlor!"

The first general announcement—in the Saturday Evening Post of April 2nd—brought thousands of enthusiastic letters from dealers and consumers in every nook and corner of the country.

Hardware dealers especially were quick to appreciate the unusual opportunity offered them, and nation-wide distribution of the Estate Heatrola has been arranged in a remarkable short time.

Intensive Advertising This Fall

Starting with the issue of August 20th, and at regular four-weekly intervals throughout the height of the stove-selling season, THE SATURDAY EVENING POST will carry full-page advertisements of the Estate Heatrola.

In addition to this national publicity, dealers will be provided with the most complete assortment of materials for local advertising; booklets, pamphlets, signs, store cards, picture show slides, phonograph records, paper models, etc.

Who Gets the Agency in Your Locality?

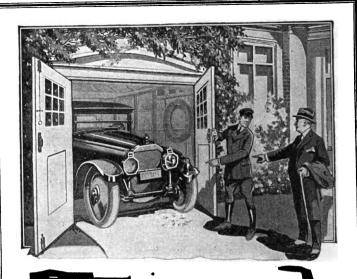
If your territory is still open, you are urged to write us at once. It's a great money-making opportunity for the dealer who gets it. Estate Heatrola will bring many new customers to your store. Everybody will want to inspect it. And many people who had not even thought of buying new heaters this year will buy Heatrolas.



Made only by

The ESTATE STOVE CO., Hamilton, Ohio

Digitized by GOOGLO





This Picture Is Worth A Lot of Money to Live Dealers

T illustrates exactly what happens when garages are not properly equipped with hardware. In this case, the door has blown against the fender and headlight, running up another heavy repair bill. When you picture all this to your customer—garage owner, builder or architect—you sell him the absolute necessity of

STANLEY

GARAGE DOOR HOLDER

which holds the heaviest door firmly open, as and when wanted. Released by a touch.

Ask for folder 11 J

THE STANLEY WORKS

Main Offices and Plant: NEW BRITAIN, CONN.

Branch offices: New York Chicago San Francisca Los Angeles Seattle Atlanta

"Sight Unseen Sale" Clears Out Dead Stock

HE most successful of the many sales stunts tried by an enterprising hardware merchant was a "Sight Unseen Sale." After taking inventory, the clerks were instructed to go through the entire stock and to pull out all the dead articles they could find that had been selling at 10, 20 and 25 cents. Each article was wrapped up in pink, green, and white paper and sealed and sold for 10 cents. Then the packages were piled in the window until there were more than one hundred and fifty of them. They made a display too large and showy to miss.

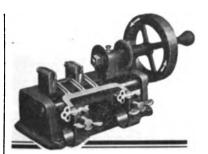
The merchandise was advertised as mentioned above and suitably The "grabbing" was placarded. scheduled to start at 1 o'clock on a certain Saturday. There was a surprise connected with the sale, for when the time to start came, the children waded into the pile so fast that in a half hour the merchandise was cleaned up. It took three members of the staff at the door to collect the dimes as the children passed out.

This sale made such a hit and caused so many inquiries that it was repeated a week later. The second pile of grabs melted as rapidly as the first one.

"It was good advertising for the store," said one member of the firm. "The children opened their packages as soon as they reached the sidewalk—and you can imagine what it looked like out there with all those packages being opened at the same time. Next year we will do it again, only enlarging on the idea."

The Clock-Watcher

A clerk, with ivory block,
Kept one eye on the clock.
The clock still goes;
But nobody knows
Where goes the—ivory block.



Cutting Keys is Profitable

with a Segal Rectifying Key Cutter

You can make money cutting keys and you can bring people into your store—making new friends and customers.

In every town or city there are a lot of keys to be cut. You can have your share of this business if you put in a Segal Key Cutter. Anyone can operate it. It cuts all kinds of keys with absolute accuracy. There is a nice profit on every key.

Cutting keys will pay two profits—one in money—and one in bringing new people into your store, in making it a service store in every sense of the word.

May we send you further particulars?

Segal Lock @ Hardware Company

155-161 Leonard St., N. Y.



P. S.

The "Segalock" is selling everywhere because its "immyproof".



After Twenty Years---of "Trying"

POR twenty years the inventive minds of America have been trying to develop a magazine shaving brush. A brush that would cut down the number of necessary operations to the daily shave.

Just as the safety razor and the magazine pencil were invented over and over again, until finally someone did produce the perfect article.

The Duo Lather Brush which we introduce to the jobbing trade of America in this issue of its trade papers IS the perfect article.

And we realize at the very outset that today a new product of any kind can be sold only by well-planned, powerful, intelligently directed ADVERTISING.

A campaign utilizing every conceivable medium of publicity that reaches the potential buyer of the goods.

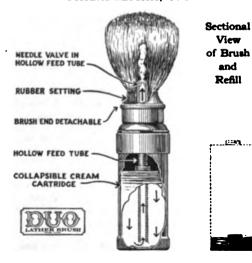
To be genuinely successful today a product must make money for everybody. No enterprise can become big or powerful that makes money for only a few.

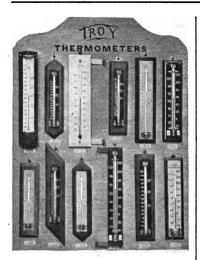
The Duo Lather Brush comes to you a perfect product—guaranteed for five years. Supported by a clean business-like policy that will delight you, unlimited confidence in the future, no competition, but a thorough understanding of what the jobber, the dealer, and the consumer demand from the manufacturer. We have spent two years in preparatory work—getting ready to present this proposition to you.

What we want now is an acknowledgement from the jobbers of the country to the effect that they endorse our policy of merchandising our product through 'he "regular channels of trade" and advertising it to them through trade media, together with a statement of their willingness to assist us in securing national distribution immediately.

Copies of the new barber demonstration plan "America's First Thousand Barber Shops," and the "60% newspaper plan of the Duo Lather Brush," will be sent to jobbers and dealers on request.

DE LUXE BRUSH COMPANY PHILADELPHIA. U. S. A.





The New TROY Thermometer Assortment

Consists of 48 Thermometers to retail from 25 cents to \$2.00 each. An assortment that will sell rapidly.

Includes handsome display board of imitation oak which holds twelve thermometers.

There is a big profit for you in this. Write at once for prices to your jobber or direct to us.

WILDER-PIKE THERMOMETER CO. TROY, N. Y.

New Market for 1,000,000 Bicycles a Year

(Continued from page 15)

This big work has opened up an entirely new and larger sales field for the bicycle, it has made better merchants out of thousands of dealers, and it has created a favorable public attitude towards the bicycle which makes it much easier to sell. But this is only a beginning. There is a potential market for at least 1,000,000 bicycle sales per year, according to census estimates. instead of the half million now produced and sold. It is estimated that about 2,000,000 automobiles are sold in this country each year. Surely there should be a market for half as many bicycles.

Why is it that there are four automobiles sold to one bicycle, six times as many talking machines, and three times as many pianos? Intensive sales methods is the big reason, and as soon as the cycle dealers adopt the same methods they will increase sales to the level of the dealers in those products. Bicycles can be sold by personal solicitation, newspaper and mail advertising, interesting window and store displays and other modern sales plans just as readily as can talking machines, typewriters and automobiles.

Now let us consider the bicycle as a merchandizing proposition from the hardware dealer's standpoint. In the first place the dealer should endeavor to find out how many possible bicycle prospects there are in his town or community, and about how many bicycles are usually sold each year. The New Departure Brake people worked up an interesting table of possible bicycles sales to boys and men in towns and cities of from 1,000 to 50,000 population, which shows that for every ten people there is one boy to whom it is possible to sell a bicycle. In a city





A Quality Product



For nearly fifty years we have concentrated on the manufacture and development of TUBULAR and CLINCH RIVETS



- Examine Your Packages -

Tubular Rivet & Stud Co.

Boston, Mass.





BOSS Electric Washer

Sells for Less Than \$100

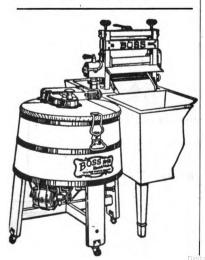
THE low price of the Boss Electric Washer opens up new possibilities in the electric washer business. There has been a need for a high grade washer at a moderate price.

The Boss Electric Washer fills the bill. It embodies every practical feature that we have developed in thirty-two years of experience in making washing machines exclusively.

A high grade washer that is up to the Boss Standard. Ask your jobber or write us direct.

THE BOSS WASHING MACHINE COMPANY

CINCINNATI, OHIO



of 10,000 there should be 1,000 boys and 600 factory and other workers who ride bicycles or are good prospects.

It must be remembered that the boy crop is renewed each year. Statistics show that each year three out of every hundred of the population reach the age of eight years, which is the age at which bicycles are first ridden. This means that in a city of 10,000 there are 300 such prospects. Besides, there is an ever-increasing demand from grownups which should be taken into consideration also.

Next, how many other dealers are there in town, and are they pushing sales as they should? There is usually plenty of room for one more dealer, and a good, live one can always make a place for himself and prosper. If the possibilities look good to you, stock a reliable line of bicycles and go to it! There is always the buyer whom the other dealers cannot reach, and a field they have not cultivated.

It looks busy

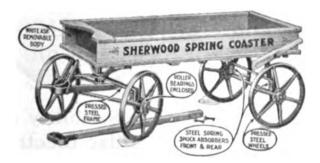
Successful cycle dealers have found that it pays to have a good number of machines on the floor as it gives the buyer plenty of room for choice and conveys the impression that many bicycles are being sold. Of course the hardware merchant must restrict the space devoted to his bicycle line, but he should endeavor to make as good a showing as possible and locate the display in a prominent place so that it can be seen immediately upon entering the door. Tires and other bicycle sundries should be shown near the bicycles. In fact, make this section of your store look like a bicycle department. It is a good plan to build a raised platform for the bicycles, a suitable tire-rack, and have a small show-case for the display of sundries. Bicycle tires. sundries and parts are always good trade catchers.

SHOCK

ROLLER

SHERWOOD

-SPRING COASTERS-



Lead the Coaster Field for Quick Sales and Substantial Profits

ECAUSE—the boys are strong for the speed of gritproof roller bearings and the smooth comfortable riding afforded by shock-absorbing springs.

BECAUSE—parents are quick to appeciate the safety of that riveted steel frame and trussed steel wheels and the protection given by those coil springs against constant jolt and jar.

BECAUSE—it is so substantially constructed—BUILT TO HOLD A TON—it is more than a mere plaything. Stronger than a wheelbarrow and many times more convenient.

Nationally advertised—steadily growing in popularity.

Write Your Jobber or the Factory Direct



"Save Your Back with a

CADILLAC"



The Salability of Cadillac Electric Vacuum Cleaners

The demonstration, the trump card in winning sales of CADILLAC Electric Vacuum Cleaners, brings out these facts:

The CADILLAC is a substantial, well-built machine, attractive in appearance with sufficient suction to get the deeply imbedded dust and dirt.

The CADILLAC is easy to operate. No stooping or bending is necessary.

After the demonstration, an examination of the dust bag brings out the significant fact that it does not contain a preponderance of nap. This is due to its soft-bristle friction-driven brush which cannot injure the nap.

Dealers desirous of handling this efficient, highly profitable vacuum cleaner should communicate with us.



CLEMENTS MFG. CO.

610 Fulton St., Chicago, Ill.

Canadian Factory: 78 Duchess St., Toronto, Ontario, Canada

-Coogle

Window display is an important factor. During the selling season one window, or at least a section of a large window, should carry each week an attractive bicycle display. Many attractive posters, transfers and other forms of window trim helps are supplied by the Cycle Trades of America and the manufacturers of bicycles, tires, coaster brakes and parts.

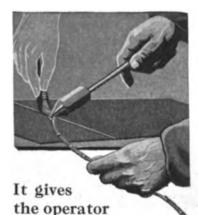
Newspaper and mail advertising should by no means be neglected. Cuts and copy prepared by experts are supplied free of charge for this purpose by the C. T. A. One of the most effective forms of advertising is the promotion of bicycle races by the merchant. Many hardware dealers as well as hundreds of exclusive cycle dealers have found that races are wonderful sales producers.

Very small investment

The investment required to promote a race is very little. All that is needed is a little initiative and organization ability. The Cycle Trades of America, with headquarters at 35 Warren Street, New York, is always eager to help in the way of prizes or imparting information on how to promote a bicycle When the Racing Prize Bureau was organized it was felt that it was good business to support races in the way of prizes, and the fact that the number of races has increased over 400 per cent during the past four years is ample evidence of their value as sales stimulators.

There are other good publicity stunts such as parades and picnic runs and guessing contests staged in the show windows, which always bring good results and keep your name before the public.

It is essential for the bicycle salesman to have a certain knowledge of the mechanics and construction of the machine in order to make an intelligent sales talk. He should know the main talking points of the



Do you wonder that Kester Solder is in such great demand? It applies its own flux. The operator is thereby relieved of the hardest part of soldering. It's like having a spirit hand to apply the flux.

a third hand!



enables an unskilled operator to do the work of a skilled mechanic—and it enables the skilled man to cut soldering time in two! That's why it appeals to every class of hardware trade.

Send Coupon for Sample

Note how the flux flows on the work. Observe the perfect bond produced—the speed with which the work is done. Sold in one pound cartons, and on one, five and ten pound spools.

CHICAGO SOLDER CO.

423 Wrightwood Ave., Chicago, Illinois

Direct Factory Representatives:

The Faucette-Houston Co., Chattanooga, Tenn.; The Louis J. Ziesel Co., 216 Market St., San Francisco.



Mark	et St., San Francisco.
. 4	HICAGO SOLDER CO. G. H. 8-21 213 Wrightwood Ave. Chicago Illinois
	Gentlemen: Please send me a free mple of Kester Acid-Core Wire Solder.
: N	ame —————
• C	ompany ————
: _A ,	ldress ———————
: C	ty State
• 4	a Suppli House is



"The First Dozen went like Hot-Cakes"—writes one retail merchant

He referred to the UPRESSIT "No-Clog" salt shaker with the self-clearing holes. The first real improvement over the old fashioned unsatisfactory shaker.

No matter how damp the weather is, the holes in the UPRESSIT cap are cleared instantly by pressing the top and sides. This feature makes a great hit and is the reason the UPRESSIT salt shaker sells wherever it is shown.

Cap is made of Monel metal silver-plated — non-rusting — non-tarnishing. Body of crystal white glass. A salt shaker that works in any kind of weather and that sells the year round.

One dozen sets in an attractive display carton. Write for descriptive matter and prices.

UPRESSIT PRODUCTS CORPORATION

103-109 West 13th Street, New York City



particular make he is handling and wherein it differs from other makes. Bicycles look a good deal alike nowadays to the average customer and he must be shown why one machine is better than another.

Another important point in selling a bicycle is to make sure that it is properly adjusted and fits the rider before it leaves the store. The bearings and chain should be so adjusted that the wheels revolve freely and do not stick or grind. Many dealers make a practice of testing every part and bearing adjustment, trueing up wheels, tightening nuts and making sure that the tires are properly cemented to the rims. This frequently prevents comebacks and dissatisfaction. Nothing so discourages a new rider as to start out with a hard running, improperly adjusted bicy-

Every bicycle that goes out of your store should be fitted to the rider as regards saddle and handlebar adjustment. To find the correct height for the saddle adjust it high enough so that when the rider's leg is straightened out the heel will just rest on the pedal at its lowest point. Then when the ball of the foot is on the pedal, which is the only correct place for it, the knee will be slightly bent. The handle bar grips should be nearly on a level with the saddle or so that the elbows will be slightly bent with the hands resting easily on the grips. The rider's position should be such that he can deliver full power to the cranks without strain or having to stand on the pedals.

Start him out right

Many new riders place the saddle too low in imitation of the motorcycle position which is a decidedly inefficient bicycle position. If you start him out right the customer will derive much more pleasure and benefit from the use of his bicycle.



The Die Beautiful

51 Years' Experience is Back of This Line

We call special attention to the first, original and distinctive Open Hood Juvenile Automobile—presented by us to the Trade in December, 1920.

We manufacture a complete line of Juvenile Autos, Velocipedes, Hand Cars, Express Wagons, Tricycles, Coaster Wagons, Doll Cabs, Juvenile Bicycles and Baby vehicles. Write your jobber or to us direct for our NEW JUVENILE VEHICLE CATALOGUE and price list, just off the press; showing the largest and most complete line on the market.

JAR-NOT

THE AMERICAN BOY LINE The Ideal Line for Young America



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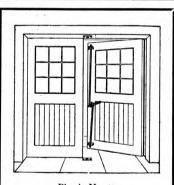


Will satisfy your trade Over 1,000,000 in use

As simple as the old style iron and twice as easy to work with. Does an average ironing for less than 2c. Heat regulated instantly.

We furnish "Selling Helps" that will quickly introduce and sell your first order

Royal Self-Heating Iron Co. Big Prairie, Ohio



Phenix No. 50

GARAGE DOOR BOLT

Specially designed and made for Garages, Factories, Warehouses and Fire Doors.

One turn of the handle locks and unlocks top and bottom bolt. Withstands the severest service the year round.

PHENIX MFG. CO. 018 Center St., Milwaukee, Wis.

The dealer should decide in the beginning whether or not he will go into the installment plan of selling bicycles and work out a suitable system of handling it. It is not safe to take less than \$15 or \$20 down with payments of \$2 per week, and you should get \$5 or \$10 more for the machine when sold on payments than for cash. Of course you can double or triple your sales by selling on time, but it means tying up money for a considerable time and taking some risk. However, thousands of dealers are doing a successful installment business with an average yearly loss due to bad credits of about three per cent.

As for repairs

Repairing and making good small defects, putting on tires and other accessories purchased in your store comes under the head of service, and if the hardware dealer is not equipped with a repair department to handle these jobs he can usually make some arrangement with a nearby bicycle repair man to take care of this work. If, however, there is no bicycle shop in town or nearby it will pay to install a small repair department in the shop and go after the bicycle repair business.

The exclusive bicycle dealer considers his repair shop as one of his best assets, it usually can be depended upon to pay most of his overhead and is a life saver in dull times. Any mechanically inclined boy or man can easily learn to make the simple repairs usually called for, such as lacing up wheels, replacing worn brake parts, repairing punctures, adjusting bearings or straightening bent frames. Broken frames or cranks can be welded in some local shop where such work is done.

Bicycle dealers in many cities have organized dealer associations for the purpose of boosting bicycle sales and promoting closer business relations amongst themselves. Where such associations exist it will



of Tomorrow

The boys grow up fast; soon they will be men to whom you look for business.

Why not start today to cultivate their trade, to educate them to the fact that they can secure their needs at your store. Get them in the habit of trading with you.

This new Boy Scout folder will help you. It is handsomely printed in full colors and shows the complete Columbian chart of knots and splices. It also illustrates how Columbian Rope is made and guaranteed.

Write for a supply to draw the boys to your store.

Columbian Rope Company

432-80 Genesee Street

Auburn, "The Cordage City" N. Y.

Branches: New York Chicago Boston Houston Baltimore



NULITE Match-Lite Lamp

Get our introductory sales offer. We pay for the first ad in your home newspaper and supply electrotypes of additional ads free.

Write your jobber
NATIONAL STAMPING &
ELECTRIC WORKS

CHICAGO

U. S. A.



THE HAMMER HOLDS THE TACK

The Original Horseshoe Magnet Hammers. Tacks or small nails are held by the magnet end of hammer, ready for driving anywhere within reach.

The Best Magnet Hammer on the Market

ORDER FROM JOBBER
Silver Medal Panama-Pacific
Exposition

ARTHUR R. ROBERTSON Sole Mfr.

Boston, Mass.

Trade marks registered U.S. Pat.Office

pay the hardware dealer who handles bicycles to join with the other dealers. A dealers' association can do much valuable work that an individual dealer cannot handle. For instance it can promote races and other publicity stunts, make a big showing through co-operative advertising campaigns at small cost to each dealer, and prevent price cutting and misunderstanding in matters of business practice.

Uses Show-Cards to Sell Thermometers

NOWING that summer is a good time to speed up the sale of thermometers, one hardware dealer utilized about a dozen good-sized show-cards to boost his line. On these show-cards were some timely sales talks suggesting a definite and immediate use for the thermometer. These talks occupied about two-thirds of the card. Below appeared a row of thermometers with the accompanying prices.

On one card were shown some models at 15c, 35c, 5oc and 65c. Another card displayed some of the more expensive ones. The cards were given prominent positions in the store so that patrons could not fail to notice them. This stunt resulted in many sales.

His Bills Are Promptly Paid

A N alert electrical dealer in the East uses a clever little wrinkle in effecting collections which has worked out very successfully. It helps produce the money without giving offence.

His device is simple. To each bill he attaches a small paster bearing a cut of the store's trademark—the picture of a dry battery with the store name lettered on it—and in the corner are these words:

WE CHARGE EVERYTHING

BUT BILLS

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By wire and post, requests for quick shipment of *Repeat Orders* pour into our factory day and night.

Hercules Cold Soder—the metal mender—is one of the best little money makers ever.

Order today

HERCULES PRODUCTS CO.
Council Bluffs, lova ogle U.S.A.

How a 50c. Invention Saved \$200 on an Automobile Repair Bill

The remarkable story of a simple electrical device that was created because the owner of a down-and-out \$125 car couldn't get her started and couldn't get at her plugs when she stopped.

An invention that means money to every hardware merchant

By Charles H. Peck

FRIEND of mine who works in a shipyard was driving to Pittsburgh some time ago when he lost the bolts holding the universal joint in his car. Although the car was worth five hundred dollars the poor chap had to sell it for \$125—and at the time it looked as though it were scarcely worth that much, because it took fifteen minutes to start it and the noise and smoke screen from back-firing resembled a first class naval battle.

So the new owner came to me and told me his troubles. There were lots of 'em. For one thing, the cylinders were so worn that it was impossible to test the plugs by "shorting" with a screw-driver (a crude method, anyway). The plugs had to be removed and placed on the cylinders and the engine turned over by cranking to find out which were fouled with oil.

I decided to test the car by taking her out for a long run. I soon found that the owner had not exaggerated. Every five miles in that 130 mile trip I had to remove plugs from inaccessible places to clean them.

Necessity has been called the mother of invention but in this case I think it was Annoyance. At any rate, the trouble I had irritated me so much that the idea came to me that a testing switch which could be

attached to any spark-plug, on any make of car (or boat or oilengine, for that matter) would be a godsend to every automobile owner.

So I got busy. Before long I had perfected a device that not only would fit any spark plug on any make of car but also it could be attached in a few seconds, and could be left on the plug, so that one or all the plugs could be tested without rummaging through a tool box or under a seat for some make-shift appliance that would test only one plug at a time. The result was so simple a device that any amateur could use it and readily locate ignition trouble, poor compression or sticking valves. addition, I incorporated in the device a transformer-an idea, by the way, which I got from wireless. And I was amazed to find that the transformer was all that the name implied. It made an old car look like a new one.

After attaching my invention (pat-

ents pending)
to the \$125
junk car, I tried
it on one of our
city hills.
Where previously I had
managed to
mount this



easy to attach.

grade on first and second gear. I now found that the car took it on high, and instead of being able to make 34 miles an hour, it developed 62. And more surprising still, was the fact that the old car started after one turn.

Convinced that I had struck something really valuable -a device that was simple in construction.

necessity to automobile owners-and a thing that really worked. I had a thousand sets made up and sent them out to racing car drivers, aviators, truck drivers. motorcyclists, trouble men in service stations and pleasure car owners. The invention created enthusiasm everywhere. Several large firms advised me that the A testing switch that can be at 12 12c. each, or fifty new device saved spark plug on any make of engine cents for a set of four, nearly two cents a and that can be left on the plus for the next 30 days, gallon on gasoline, due to the intensive spark which fired even a weak mixture. I was offered capital and royalty contracts. The idea of being able to switch current off and on your plugs, just as you do with

The Ford Owner & Dealer, said on page 130 of its July issue:

your electric lights at home, ap-

"A means of adding flexibility to motor operation, and getting an active spark with plugs that may be foul with oil or carbon, or even having cracked porcelains is offered in Peck's Testers & Transformers. In a recent test at Brooklands Race Track a $22\frac{C}{6}$ saving of gas was accomplished through the use of these practical little appliances. Other tests have been made by car owners who filled the spark plugs with grease, but procured an immediate spark.

In marketing my device I decided to run head on against the counsel of one of the most successful advertising

agencies in the world. This firm advised me to sell the tester and transformer at \$1.00 each, on the theory that the hardware merchant would have little faith in it if it were too cheap. am after volume of business and I am offering my spark tester and transformer to you at seven dollars for 100, so that by selling them

you can make a long profit and a great many sales. After 30 days the price will be \$1.00 for a set of 4.

You can sell a set of Peck's Spark Testers and Transformers to practically every automobile owner in town. All you have to do is to get them started and everybody will want to invest 50 cents to save money on his gasoline and repair bills. Every tester you sell helps boost the sale of all other auto accessories.

Send a trial order for 100 sets of Peck's Spark Testers and Transformers.



pealed to every one.

They cost you them for \$12.50. \$7.00. You sell With each set I You sell send a valve timing chart which makes this subject as clear as day. It is an unusual proposition at Write to an unusual profit.

> CHAS. H. PECK Pioneer Automobile Man, 2154 North Carlisle St., Philadelphia, Pa.





VICTOR Steel Rake

Replacing malleable. Cost little more than cast rakes, worth double

Dealers supplied through jobbers

The Cronk & Carrier Mfg. Co.

Now \$1.00 List Same Discounts as Heretofore



The Goods are Right The Package Attractive The Profit is Right

AJAX PLURAL SOCKET PLUG

leaves lamp in position intended. Admits use of ordinary W. P. Shade Holder. Every user needs at least three

Packed in individual cartons. Ten in display carton. Now \$1.00 list, same discounts as heretofore.

Made only by
Ajax Electric Specialty Co.
St. Louis, Mo.

(Your jobber can supply you)

Selling Those Vacationists Their Camping Goods

(Continued from page 18)

permanent camps or summer cottages. These cottages frequently need additions or repairs, roofs painted, etc.

There are certain tools which I find almost indispensable in camp to take care of all ordinary repairs; the property can be kept in better condition if they are on deck when needed. These things can be suggested to your cottage owners with profitable results to yourself in many instances.

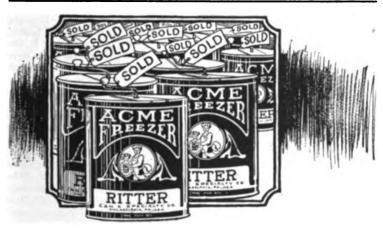
The number of steel boats, canoes, paddles, oars, motor-driven propellers, etc., which you sell will depend on your location, of course. If your store is situated in a town near a river or lake, your chances are just that much better.

Window screens, screen doors, screen wire, porch shades, awnings and swings are as salable for summer camps as for town residences; isn't it worth while suggesting these things to cottage and camp owners, so that they can outfit their places against the fly invasions early in the season?

Canvas clothing, including knapsacks, leggins and heavy waterproof shoes, are accessories which every camper will need and even though he may not feel like buying a complete outfit at one time, he may want one or two items such as a flannel shirt and a sweater. When you make a sale of one or two things to a prospective camper, suggest a couple more as a parting thought. He will probably call for them later if he knows they are to be had at your hardware store.

Bathing suits are particularly good at this season of the year and are a line in which many dollars will change hands during the next few weeks.

A special sales effort on guns and ammunition right now is more than



Plenty of People Will Spend \$1.50 for an Ice Cream Freezer

when perhaps you could not get them interested in one at a higher price. Have you thought of this in looking over the field for sales of ice cream freezers? Have you considered the possibilities of an ice cream freezer that you can sell for \$1.50?

Sell the ACME ICE CREAM FREEZER This Season

It is economical, sanitary and easy to operate. It will sell because its low price enables anyone to make fine ice cream at home, at a fraction of the cost of buying it in a store. Makes the finest cream in five minutes. Saves ice, saves time, saves money.

2 qt. size sells for \$1.50. 4 qt. size sells for \$2.50

Order Through Your Jobber

RITTER CAN @ SPECIALTY CO. PHILADELPHIA

FACTORY SELLING AGENTS; BEH & CO., 1140 Broadway, N. Y.

For Use as a Household Safe



Patented July 29, 1911

Hardware merchants everywhere find this thoroughly fireproofed Home Safety Deposit Box a sure and lively seller.

It appeals to all sorts of customers as just right in size, appearance, construction and price.

It yields a fine profit to the dealer. It is self-moving stock.

We will gladly send you a prepaid sample when requested upon your business stationery. This sample may be returned without obligation or expense on your part if you do not think it is O. K. in every particular. Terms and dealers' prices will accompany the sample.

SAFETY DEPOSIT BOX CO. 395-7 W. Main St., Battle Creek, Mich.

Try This Money-Making Service at no Expense

Do you want to know the principles upon which the most successful retail merchants in the country have built up their business?

Their experience may be worth thousands of dollars to you. Yet all you have to do is to write us on your letterhead and we will send you Free the first of Sweetlands' "Fifteen Lessons in Retail Efficiency" and complete information about our plan of using the best ideas in the country in your business. Special payment terms.

With the Sweetland plan you cut out all guess work and you make more money.

Write us for complete information

Sweetland Service Bureau Suite 452 Pierce Bldg. St. Louis, Mo. likely to prove successful. Hunting season is still a thing of the future, to be sure, but an outing in the woods, on the bank of some river or on the shore of a lake is not much fun unless there are a couple of small calibre rifles or target pistols in the crowd.

A rifle or pistol is a good thing to include in all camping outfits—for protection as well as for recreation in these days of frequent hold-ups. It is a good idea to suggest that they be carried in the pocket of the car—special reference being made to the automatic type of pistol which is small and compact and ready to do business at a moment's notice.

From personal experience, I can say that a flashlight is very convenient in camp; it is absolutely safe and furnishes light on the many occasions when it is needed immediately. It is a great favorite with the camper for these reasons.

They Want Advice

Fishing tackle is a subject in itself, for almost every fisherman has his own ideas about what is best to use. I have one good customer in mind who is so very particular that he has made various devices of his own, not being satisfied with what he can buy in stock articles. Not all customers are so particular, for which we are thankful; in fact, we find that many fishermen depend largely upon our advice in buying their tackle. it's up to us to learn these things by inquiry, experience or observa-When we sell some new bait or lure, we try to check up on it as to use in some particular place; if several inquiries bring a similar kind of information, we are not afraid to assume that we know how to advise our next customer on this item.

It pays to keep our eyes and ears open, for we never know just what business may come to us almost Tycos

It's good judgment to stock Tycos and Taylor Temperature Instruments. They are better made, better known, give better service—sell any time or any place.



Thermometers

For

Fever
Indoor and
Outdoor
Bath
Oven
Candy
Fireless Cooker
Deep Fat Frying
Frost Alarm
Milk Sterilizing
Incubator

Barometers Compasses Freezometers

Tycos

Catalog—prices—and full details of plan that will light the way for bigger thermometer sales, on request.

Digitized by GOOQ



The ADJUSTO Household Rack

The handiest ever—for hanging towels, cloths, garments, etc., in kitchen, bathroom, wardrobe, and laundry. Folds into small compass but is instantly raised into position for use—a high grade article that sells on merit.

Three and six arm styles both sold at tempting retail prices.

Write us for prices or order from your jobber today

FERNALD MFG. CO. North East, Pa.

About Horses

There are more truck and farm horses in use today than at any time in the past ten years. Motor trucks are expensive for short hauling. The horse does the work.

Every horse needs a

Dodson All-Steel
Hame Strap

The only flat-link Hame Fastener on the market.

You can sell them.

Ask your jobber or write us

Niagara Metal Stamping Corporation Niagara Falls, N. Y.

Division G

unsolicited. This refers to camping accessories and supplies as I can show you. Some days ago a couple of young chaps came to the store and bought fishing tackle in such quantities that I inquired why they were making such extensive purchases for what I took to be a week-end fishing trip. I learned that they were expecting to build a summer camp on a nearby lake, and were buying up supplies as opportunity offered. When I found out the type of camp they intended to build. I was able to offer some practical suggestions from our own camp-building experience. As a result, we sold them a substantial bill of builders' hardware, roofing, glass and paint.

I feel very strongly the importance of a personal interest in sporting goods. It often happens that the customer is not very well informed—perhaps this is his first camping trip and he does not like to betray his ignorance. Helpful suggestion, backed by good judgment and tact, can swing the tide of many a sale. You can tell your customer just how you found this tent or that camp stove to work out: just how this kind of a cot will stand up for a whole season; whether, a bright colored or a dull green bait or lure is best for certain fishing and whether you think he will have more fun with a twenty-two or a thirty-two rifle.

"Temporary" Campers

Customers naturally prefer to trade at your store when you can help them in the selection of camping accessories—except in those rare cases where they have set ideas on the subject and will not deviate from them.

Hammocks and porch swings are good, seasonable merchandise to connect with your sporting goods department. Lots of people will want them, even if they are not fortunate enough to be able to go

Digitized by GOOQL

(SONNEBORN PRODUCTS)



Get This Book Today—Free!

It will show you how to increase your profits. Property owners everywhere are trying to

make the dollar go a long way.

Our proposition shows how to effectively make roofs leak-proof and at less expense—and it guarantees satisfaction.

Therefore it has an especially strong appeal in the phase of business through which we are now passing.

If you carry roofing materials, we will show you how to make our material the leader in the line. If you do not carry roofing materials as yet, that is one more reason for learning what money other dealers are making, by hooking up with our plans.

In any case, write for the book. It will give you plenty of new selling ideas in our line and others. It is free.

L. Sonneborn Sons. Inc. 262 Pearl Street New York City

SONNEBORN

TRIMO

THE WORD THAT STANDS FOR

Superior

Pipe Wrenches

Monkey Wrenches

FOR

SHOP, HOME and FARM

Trimo Wrenches for sale everywhere; with Steel Frames that will not break; Nut Guards that prevent accidental turning of the nut in close quarters.

Order from your jobber or write

TRIMONT MFG. CO.
Roxbury, Mass.



It pays to suggest Star Heel Plates for certain kinds of shoes. Recommend them for boys', work and walking shoes. This. helps you to build good will. Hundreds have found this to be true. Try it yourself. Good profits for Star Heel Plate sellers Ask your jobber about prices Insist that he sell you STAR Heef Plates.

If your jobber doesn't have them, write and give us his name

STAR HEEL PLATE CO. 357-391 Wilson Ave. NEWARK NFW JERSEY camping. The idea is the same—the joy of outdoor life.

And, speaking of these "porch and lawn campers," there are thousands of mortals, from Gopher Prairie to Long Island City whose enjoyment of outdoor life is confined to week-end trips, picnics, or a day snatched here and there, free from the cares of business and household duties. We may refer to them as "temporary" campers.

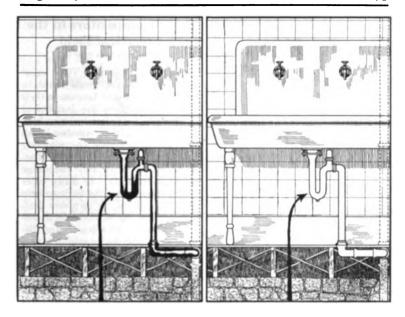
If they are blessed with a car, they may leave the main highway at some sign-posted cross roads and seek a quiet spot by wayside brook to cook their dinner or evening meal.

These picnickers need an equipment of their own, too: a vacuum bottle to carry hot or cold drinks; a folding camp stove for their own little camp fire; a few essential cooking utensils; a twenty-two rifle or target pistol and perhaps a flashlight for the kit.

An auto blanket and khaki covered pillows take but little room in the car and add much to the comfort of the occasion. Many of them will want a refrigerator basket with ice compartment for the wayside meal. A small hunters' axe, in sheath, is fine for getting wood for this little camp fire.

All told, when we hardware folks stop to consider the possibilities in equipping all these various kinds of summer vacationists who come our way for purchases and friendly advice, we may well be glad that camping, fishing, touring and picnicking have long since become firmly established in this good, old land of outdoor summer recreation.

Suggestion is a wonderful selling power. The man who comes in to buy wire to build himself a fence may have a grouch against his neighbor. Try selling him a shotgun,



The Pictures Tell the Story

-How Desolvo Cleans Clogged Drain Pipes

The first picture shows a grease-clogged drain pipe from a kitchen sink. A can of Desolvo mixed with COLD water is poured into the pipe. And in the second picture you see the result. The drain pipe is as clean as a whistle.

Desolvo is a wonderful, patented chemical product that generates a violent heat as soon as it is mixed with cold water. It cleans out all obstructions without doing the slightest damage to the plumbing system.

Any one can use Desolvo. It is a rapid seller because it often saves the expense of tearing up floors or digging to get at the source of the stoppage.

Display Desolvo and you will sell it. Order through your jobber or direct giving your jobbers name.



THE

CHAMBERLAIN COMPANY Terminal Way, Pittsburgh, Pa.

Pacific Coast Representatives
SPRAKE SALES CO., Los Angeles, San
Francisco, and Portland, Ore.

Patented Dec. 5, 1911 an i Mar 5, 1912

Digitized by GOOGIO

A 10c NOVELTY

that interests housekeepers and gets their dimes if it's called to their attention by the attractive counter display carton.

The SLIPON Handle Protector

prevents burnt coffee pot and percolator handles and their accompanying accidents by positively protecting the handles against fire. That's why housekeepers buy them on sight.

Endorsed by Good Housekeeping and Tribune Institutes
Packed 3 doz. in a box
Order from your regular jobber.

Young Specialty Co.

2220 Vliet St., Milwaukee, Wis.



These Phonograph Needles Sell Themselves at 100% profit!

A money maker for Hardware Dealers. 60 boxes of 50 needles each, packed in a neat counter-salesman. The cost to you is \$3.00 net. With mighty little help from you this efficient salesman sells its wares for \$6.00—10c per box—bringing you a clear profit of \$3.00. And your customers will come back again to call by name for those salisfactory Violaphone needles. Every needle plays 10 records—brilliantly!

The Fred. Gretsch Mfg. Co. 60 Broadway, Brooklyn, N. Y. Manufacturers of Eagle Brand Steel Strings

Your Competitors in the Electrical Field

(Continued from page 20)

retailers to compete. These companies say that they must do this to build up their loads, because in their communities there are insufficient retail outlets for electrical merchandise. Happily their number grows Today the majority less yearly. sell on a make-the-merchandisepay-a-profit basis and encourage retail competition. In many cities the company goes the limit to help outside retailers. It furnishes dealers with its list of customers, permits the use of its windows and display floors for dealer exhibits, promotes wider and better consumer understanding of electrical products. advertises the "idea of electrical goods" and in certain instances openly prints the names of retailers on its announcements. Albany. N. Y., and Cleveland, Ohio, have such companies. In these cities splendid electrical stores have developed and it is said the sale of such merchandise greatly exceeds the business the companies could do. even if they adopted old time giveaway" sales tactics.

Today the lighting company, like the contractor-dealer and retailer, studies cost-to-do-business. Yesterday for instance, it did not charge its own sales department with illumination, because it made its own light and could waste it—as it thought. Today it itemizes overhead and charges everything against the new business department that should be so charged.

See Your Lighting Company

A good axiom for those who contemplate electrical merchandising, is: "First take matters up with your lighting company." Tell them what you want to do. Enlist their cooperation, if possible. They would rather aid you than not, because they do not want you selling inferior

Queen Prices Reduced

We are pleased to announce a considerable reduction in our prices for the coming season.

Retailers will find it to their interest to secure our new Price List, Discounts and other information.

From \$16.50



We make a full line of high grade Incubators, retailing at from \$16.50 up; also Brooders and Brooder Stoves. All well advertised and well known. Not cheapest in price, but cheap when the chicks ar counted.

QUEEN INCUBATOR CO.

Lincoln, Nebraska

Queens Make Old Friends of New Customers

Do You Carry Dairy Supplies?

Your stock is not complete without Moore Bros. "Perfection"

ANTI COW KICKER



This is the only appliance that securely controls a cow without torture or injury. Put on in a few seconds. Every cattle owner needs one. Retails for \$1.25 each.

Order from your Jobber or direct

\$9.35 per dozen, delivered

Write for literature etc.

The MOORE BROS.

Albany, New York

We also manufacture the well known "Perfection" Cow Tail Holder

WE MANUFACTURE



FOR LIVE MERCHANTS



HOME BOTTLING
Model D Adjustable

CROWN CAPS

STOPPERS—TESTERS
BOTTLING SUPPLIES
FRUIT PRESSERS
ELECTRIC IRONS Etc.

Producers of BESCO Polishes, Cleaners, Soaps, Disinfectants

Beardsley Specialty Co.

Rock Island, Ill. 217—18th St.

electrical merchandise to be used on their lines. They are all keenly interested in building up the good will of their consumers; many of them are selling securities to their customers, thus solidifying themselves with their community, and securing needed capital for extensions.

They know that the customer is more likely to blame them and their service for an imperfect device that you sold them than he is to blame you. You would be surprised at the sort of kicks and complaints that come to them for things which are entirely due to outside influences. They will tell you whether you can make money selling large current using devices such as electric ranges. water heaters, etc.; where they would prefer that they be sold-it costs some companies as much as \$225 to "service" an electric range and they will prevent your making costly mistakes.

A Good Tie-up

They know the good from the inferior merchandise. The Underwriter's Laboratory mark on an appliance is an indication that it has passed certain trade requireents. They will explain all these things to you. They are not the biased, grasping octopus so many people have believed. Frequently the retailers arrange with the utility's service men to "service" customers, and, in some cases, the lighting company takes the merchandise order off the dealer's hands, finances him and charges the customer a monthly amount on the lighting bill.

True, there may be companies that show an unwillingness to cooperate; there may be a selfish desire to secure all the business; but such are the exceptions and not the rule. Wherever the retailers have got together and laid their case before the lighting company, they have secured quick recognition



EVERY BOY wants a "COLUMBIA" BOYCYCLE. It is absolutely new and original. It is magnificently built and finished in the attractive and substantial style of the famous "COLUMBIA" Two-Wheel Bicycle, who build this new "COLUMBIA" BOYCYCLE.

Each BOYCYCLE is correctly built to give a natural position to the rider and insure moderate, healthful exercise. It rides noiselessly and will stand hard usage.



Prices and terms cheerfully sent on request.

Please state the name of your jobber

STEINFELD BROS., 116-120 W. 32d St., New York
Sole Distributors of the "Columbia" Juvenile Line

and results. Remember, your lighting company wants good will; your good will, as well as that of your customers and customers-to-be.

The contractor-dealer is the outgrowth of conditions. For the most part he has come up out of the ranks of the contractors. Originally a wireman, he carried his kit of tools with him, working for a contracting company; later he went in for himself in a small way. He found that he had the enter into the customer's house; he was invited in on jobs at their beginning. He knew something about electrical appliances. Naturally. appliances and labor saving devices came out, his thoughts turned to retailing.

At first he sold odds and ends, bought of dealers or jobbers. Then, if he showed any particular ability, he persuaded a jobber to give him a bit of credit and he bought a small line. He saw that he would have to have a better retail location and so he moved into the "store circle."

A Poor Merchandiser

But, in the main, he has made a poor merchandiser. He still thinks in terms of contracting. Although invited into a house in the early building stages he has failed, generally speaking, to sell the builder on the full ideas and possibilities of "doing it electrically." To get the wiring job he too often pares his estimate until all save the fewest electrical connections and fixtures are left. This does injury to the entire industry. Many more people would buy electrical appliances if they had more "outlets" or plugconnections.

Through the efforts of Mr. William Goodwin, now head of the Society for Electrical Development, working with the Contractors' Association, the various electrical leagues and other trade associations, much has been done to educate this class to the need of better selling. That

is the contractor-dealer's greatest fault as a rule. He is not a merchandiser—he cannot sell. He figures more in discounts and differentials than in turnovers. As one humorist explained: "There are too many contractor-dealers running around with their office in their hat. When their hat blows off they are out their business. They still think 'turnover' is something to eat, and 'differential' a part of a locomotive."

Of course this is a far-fetched There are contractors who have built good retail businesses. More of them today are separating their contracting business from their retail departments-a necessary step. They are the competitors you gentlemen in the hardware field will meet most. It will be well for you to check up on these contractordealers in your city. Look over their stores, their location. their stocks, the condition of the displays and goods on hand. can draw a lesson in how not to retail electrical wares from most of these competitors. They seldom advertise, depending largely upon what orders they can pick up "on the job" or that drift into their store.

They Helped Each Other

In one city a hardware retailer secured very good results by going out of his way to enlist the cooperation of a leading contractor. In return for the retail business which the contractor placed through him, he swung many good wiring orders over to the contractor. Each got a percentage on the other's business. Because he advertised, and because he drew quite a bit of business from the rural districts on lighting sets, etc., the retailer developed wiring jobs which the contractor never could have located.

The out-and-out electrical retailers are keen competitors. There are several types: those who have grown out of the contracting business; those who have been manu-

Guernseyware

THE ORIGINAL

A quick selling line of Vitrified Porcelain Casseroles, Teapots and Serving Dishes you cannot afford to be without.

Your customers are educated up to looking for this Trade Mark.



Write for complete illustrated Catalog
We also manufacture a full line of Hotel Ware

THE GUERNSEYWARE CO. CAMBRIDGE, OHIO

THE FAMOUS SHASTA BRUSH ASSORTMENT



Order a trial card today—Place it on your counter and watch the quick sales

THE WOOSTER BRUSH COMPANY Wooster, Ohio

Since 1851-One Family-One Idea-Better Brushes

facturers' agents; those who have conducted specialty shops, selling sewing machines, etc. In most cases they appreciate the need of active selling methods. They do not depend upon business that will drift into the store. They go out Wherever they employ after it. crews or gangs of canvassers working from house-to-house, they soon secure the big share of the business. For, remember, most electrical goods must be sold—they are not bought like nails, paint, and tools.

Boosting Your Game

That does not mean you cannot compete: the electrical retailers will not develop all the business. Lots of families approached by these salesmen will prefer to buy of you. Your advertising and sound business methods will draw business out of the electrical man's solicitation. He is really doing you a favor by taking the electrical story into the home. National advertising of electrical products is educating people generally; these dealers are doing it specifically. And with a reasonable degree of sales effort you can capitalize on it all.

A newcomer into the electrical field is the department store. The house-furnishing section of such stores previously frowned on electrical merchandise. It cost too much to handle; cost of service, demonstrating, delivery and the like made the store people skeptical. Many lost money in the tryout. But as sales resistance was beaten down by national and local advertising, they found people more ready to buy.

At first irons and shelf-goods, nickleware and small devices were sold. It was found that whenever well known makes were pushed at Christmas time and on special occasions, the response was instantaneous. Then washing machines and vacuum cleaners were sold; and now mangles and ranges are being

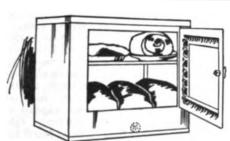
tried out. In some instances the stores arrange with a local jobber or distributor to deliver, demonstrate, finance and service the sale. But most of them prefer, if the discounts permit, to do the job themselves. They prefer to have people come into their store to make monthly payments, rather than to see them go to the electrical dealer or the lighting company. And this is a thought for you. If you expect to create volume business you had better arrange a method of handling time-payment paper. In a later article I will try to show the various plans in vogue today.

Check Up!

I have gone to some lengths in outlining the competition which you, as a hardware retailer, must reckon because too frequently the non-electrical retailer, about to embark upon the sea of electrical retailing, sees only the great and growing market and the large number of electrical products available for sale. He hears only about the profit possibilities. But unless he carefully considers his competition. with a view to going it one better in selling tactics, he will not get ahead very rapidly.

Before you enter electrical retailing-or before you expand if you already begun—check competitors. Get outside your your store. Go into these other places or send competent help to secure first hand information. Talk to electrical jobbers' and manufacturers' salesmen: learn how the other fellow is doing it. If there is any electrical organization-league, development society or trade association in your city, attend a meeting or two, and if possible, join. Be a joiner-a mixer. Bestir yourself outside your store. Do not go too much by hearsay. Learn for yourself.

ŧ



Display Them Properly

There's a clean, sanitary, efficient look to those Home Comfort Bread and Cake Cabinets, that women can't resist. The finish (either aluminum or white enamel) is very pleasing and the convenient size and shape makes

every woman want one. Then, too, there is that "easy to clean" feature. It will pay you to display them on your counters. These cabinets are shipped "knocked down," saving freight and warehouse space.

THE HOME COMFORT COMPANY Saint Paul, Minn.

"WHEN ORDERING DIRECT, MENTION YOUR JOBBER"



Your Customers Prefer Witt Corrugated Ash Cans and Garbage Pails

They know that the yellow label stands for Quality and Durability. National advertising has taught them the value of buying the best corrugated containers made.

Display Witt Corrugated Cans and Pails and watch your sales grow.

> Your Jobber can Supply You

The
Witt Cornice
Company
Cincinnati, Ohio

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Our Salesman is Called Back from the Road

(Continued from page 30)

children. What is the trouble? Poor fellow! He does not know.

Let us see just what the trouble is with Newman. On the road he led the life of freedom-the individualistic life. He was never thrown in contact with the customers close enough to feel their angu-He brushed wits with larities. them for only fleeting moments at a time. Now he has taken a position in the house and is up against ORGANIZATION. Organization submerges the individual and is a melting pot where the personal unit is lost and must coalesce for the benefit of the whole. When Newman becomes a part of the organization, he receives the added strength of other men, but he also must relinguish certain individual liberties of his own to this great power.

Organization to-day carries the world's big loads. It is only through its great cohesive force that the achievement of big undertakings is possible. Consider where and how the great fortunes have been made and the great businesses built up in the last twenty-five years-by or-What is the United ganization. States Steel Corporation? Nothing but a carefully organized combination or association of many steel What is the Standard interests. Nothing but a Oil Company? careful, ever-growing, pains-taking organization of certain oil interests.

What is the meaning of the Woolworth 5-and-10-cent stores? What is the meaning of the chain drug stores? What is the proposed development in the hardware line of Winchester stores? It is all nothing but the evolution of organization—organization being the concentrated power, intelligence, initiative, energy and resourcefulness of many minds instead of one.

Napoleon had fourteen marshals. no two or them alike in type, each valuable to him for some one distinct quality in which he excelled. There was the intrepid Ney-"the bravest of the brave"-the chivalric Murat, the bold and careful Soult, the rock-fast MacDonald, the tempestuous Tunot, the impetuous Lannes, the fearless Angerau and the methodical Berthier. singly no one of these would have made a great organization, but the harmonious union and blending of all their strong qualities made the greatest military machine that the world has ever known. As in the military organization, so in business.

Some man knows how to do a thing better than any one else. He sees clearer, works harder. judgment is sounder: he has greater imagination, more tact; he makes fewer mistakes. He therefore earns larger profits and has less waste. Another fellow has the peculiar ability to select men for his purposes and teach them how to do things according to his ideas. He has the faculty of multiplying himself. Others learn from him and at the same time he, in turn, absorbs the knowledge of others. Here we have the beginning of organization. The business is planned and then the plans are worked out with the greatest care, each doing his part and all working for the good of the whole. Men are selected for their peculiar fitness to carry out certain parts of the work. For their common success these men work together. Each man gains and each man gives up, the "rights" of one ending where the "rights" of the others begin. When they do this taking and giving away in the proper spirit we call it cooperation and cooperation is the greatest constructive force in the world.

We see this illustrated forcibly in the difference between Mexico and the United States and Canada. In the United States and Canada we



WHITING-ADAMS BRUSHES

Send for Illustrated Literature

JOHN L. WHITING-J. J. ADAMS CO., BOSTON, U. S. A. Brush Manufacturers for Over 112 Years and the Largest in the World

DISPLAY RACK FREE

When dealers on the Pacific coast send direct to factory, paying the big freightcharges despite the existence of stool factories in the west, there must be a reason. That is what they are doing regularly with the CRAKERJAC SAFETY STEPLADDER STOOL the only stool made that is

SAFE TO SELL—SAFE TO USE

The sale of these stools has been continually growing, solely because customers after once comparing this stool with others on the market insisted thereafter on having them. Now, however, we're helping the dealer to call them to the attention of those who don't know them. With an order for three dozen in all of the two and three step sizes, in the three different finishes we put on same, we supply free of charge a handsome display rack taking but a small space on the floor, with a handsome lithograph illustrating 15 different uses about the home or office. This is the one thing needed to get maximum sales on this item and your sales will continually grow on them. We have recently reduced prices on these stools. Ask your jobber to send you the assortment. If he don't sell same, order direct from us. You can trust us to send you those that will sell. I icensed under Cassidy Patent Safety Lock patented Dec. 16, 1919.

EVAN L. REED MFG. CO., 125 Mill St., STERLING, ILL.

have certain principles of government. We hold these principles as being above and superior to any individual. We want to know for what principle a candidate stands. Political parties have to give us a platform and we support one party or the other as we believe the organization of this party will work for the principles of government in which we believe. As our country is governed by the majority, it is only reasonable to conclude that the majority of the people will get the kind of government that they want or that they deserve.

On the other hand, in Mexico, out of fourteen million people, only three million can read or write. There are three Indians to one white man. There is naturally a lack of ideals and an entire lack of adherence to any set of principles of government. In the place of principles, the Mexican has one thing—love for an individual chief. In other words, the intelligent North American stands for an organized government, which will govern the way he wishes to be governed; while the best a poor, ignorant Mexican has is the old tribal custom of following a certain chief, who is responsible to no one but himself. and is free to shift his preferences and prejudices from day to day as it pleases his caprice.

So, unconsciously, when the successful salesman comes into the house he steps from a life of individual freedom and personal loyalty to a certain chief or sales manager into the complicated machinery of many departments and many interests of an organized business with its many side currents and eddies. In this situation Newman can not dispose of matters by writing one letter to his house, as when he was a salesman. He comes in such close contact with many men from day to day that unless he is careful he will be tempted to make close friends with some and to form a dislike for others. In every house there are certain cliques and if our new sales manager is wise he will not become a part of any one of them. The idea of cliques is to destroy, undermine, thwart and throw the smother blanket over the other fellow; and this breeds hate, malice, treachery, meanness and ultimately disintegration of an organization.

Quarreling with associates and intrigues against them, do neither party to the transaction any good. If he cannot help, only a fool will deliberately hurt another. Return good for evil wherever you can and you disarm your assailant, punishing more than you could by all the revenge you might be able to take out of his hide—his own conscience will make him feel debased in his own esteem as well as that of all men.

You recall the case of Aristides. one of the greatest of the Greeks who on the testimony of Themistocles, who was jealous of him, was unjustly sent into banishment for ten years on a trumped up charge of a political offense which he never committed and of which the Greeks later acknowledged he was never guilty. Subsequently when Themistocles was on trial for a similar offence and Aristides was asked to testify against him, he refused, saying: "He is my brother man; if I cannot do him good, I shall never do him evil."

Aristides had the victory corpuscle and we now realize it.

The sales manager who is wise will not only steer clear of cliques, but will try to compose the differences between those who form them. In this way, he proves his own strength of character and thereby strengthens his own hands—with all working together behind and with him he is sure to accomplish more than if his fellow workers are divided and some of them pulling against him



Open Up New Business— Double Your Money

Every house needs a glass cutter. But how many people know that one can be bought for 25 cents, and that anyone can use it?

Tell 'em! Put the Krak-A-Jac Display Card on a show case—up front where people can see it. It features a glass cutter that will do anything any glass cutter will do. A new cutter or money back if any Krak-A-Jac fails to hold up. The display card costs you \$1.50. You sell the glass cutters at 25 cents each. You double your money.

Order one of these display cards direct.
Don't send us any money. Just give
the name of your jobber and the goods
will be billed through him.

J. E. MILLER & CO. 136 W. Lake St. Chicago, III.



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BOYER'S "O'SOOT-O" SOOT DESTROYER CHIMNEY AND FLUE CLEANER

SAVES COAL

Don't Heat through Soot—It Wastes Coal

Costs nothing to use. The saving of coal alone more than pays for the BOYER'S "O-SOOT-O" Soot Destroyer. Remarkable how this little brick cleans stoves, furnaces and chimneys. This is a

SPECIAL SOOT DESTROYER BRICK.

which when thrown on a hot fire converts soot into a white powdery ash that passes out of the chimney.

A New Triumph in Industrial Chemistry.

Nothing Like It on the Market

Positively removes soot without work, dust, dirt or odor. Non-injurious to any type of heating plant. Absolutely necessary with soft coal. Covered by Boyer's well-known guarantee. To insure supply place advance orders NOW.

THE BOYER CHEMICAL LABORATORY CO.

940 North Clark Street

CHICAGO, ILLINOIS

Builders and Furniture Hardware

GLASS KNOBS GLASS PUSH PLATES

TRU-LIGHT MFG. Co. Bradford, Penna.



YERDON CAST BRASS HOSE BANDS

Most Dependable and Efficient. The kind that gives JUST THE SERVICE you want Hose Bands for, on Water, Air or Steam hose, or Automobile Radiator Connections.

Order through your jobber

WILLIAM YERDON No. 4 Center St. Fort Plain. N. Y.



KEES HOOK HUSKERS

Sell wherever corn is grown. They enable the user to gather from 80 to 100 bushels per day with little effort and no discomfort.
Wide variety of patterns. A card will bring a catalog if your jobber does not carry them.

Kees Mfg. Co., Beatrice, Nebraska

Want Some Vacation Money?

See page 23 of this issue

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George Washington did this when Thomas Jefferson and other members of his cabinet started quarreling among themselves. When Lincoln was President, Salmon P. Chase, Secretary of the Treasury, wanted to run things and when Lincoln would not let him, got sore and began to make trouble. Lincoln only smiled—he refused to make reprisal—made peace instead by naming Chase for the office of Chief Justice of the Supreme Court. Where there was an enemy there now was a friend

Fighting between fellow workers never has paid a dividend and never will.

After a while, if Newman has good judgment, a clear mind, tact and diplomacy, out of his first feeling of chaos will emerge a certain order. He will learn why certain men stand together. will analyze the methods of different men. He will study the lines along which the business is being developed, the policies, aims, and aspirations of its executives. will study the general field in which the business is working. If he is a thinker, he will decide that certain things are good and other things are bad. If he is a really high grade man his mind will be more taken with these principles than with the petty jealousies and squabbles of his neighbors.

He will see the great opportunities in the business. If he is a born organizer he will realize that by tact and diplomacy, by careful handling of other men around him, he can bring to pass some of the things that he believes will be for the good of the business. He will not antagonize any one, but seek to win the cooperation and good-will of all and utilize them to carry out his plans.

Then, if he is intended to be a really great business man, he will develop a certain religious business frenzy. The success or development of the business will be on his mind day and night. He will become so enamored with the business game that no other game will compare with it in the intensity of pleasure he gets out of his office hours.

That is why I have often said that most unusually great business men are just a little crazy. I mean by that they are abnormal. They are abnormal because all of their powers of concentration are centered on the success of the business. I could name a long list of successful business men in this country and almost every one of them was peculiar in this respect.

Now, my friend, this article, as well as the others in this series, has been written for the benefit of the young man who has an intense desire to make an unusual success in business. I am not writing to the average man who is satisfied with things average and perfectly willing to be average all the days of his life. All of these articles have been written to the super-youngman-to the young man who wishes to get ahead, to rise up in the business-in a word, to become the president of the concern.

Newman, the new sales manager. is this type. After his first uncomfortable year getting acclimated in his new job he is beginning to be felt in the organization. Because he is learning more about the business than any one else knows. He has his facts at his finger's ends. Not only that but he has studied the people around him and he knows the peculiarities of all of his associates. His training as a salesman has developed in him unusual powers of persuasion. When he attends sales meetings he not only comes provided with facts but he knows how to present these facts clearly, concisely and in an interesting manner.

He has also learned that it is very easy to make enemies and that enemies frequently trip us up at the most inopportune moments. He has realized the value of friends He has extended his acquaintance and influence, not only in the business but outside of the business. He knows men and women of importance. He has learned to be a good sport and when he loses out on a proposition he accepts his defeat with good nature, but if he thinks he is right, he never quits.

The victory is not lost; it is simply postponed. He cooperates with others because he in turn realizes the necessity of cooperation and he knows the time will come when he also will want others to cooperate with him. The great truth has dawned upon him that to be successful in business you must be a teacher and day after day he is teaching others to do things as he thinks they should be done. Naturally, he is an indefatigable worker but at the same time he realizes that he must take care of his health. so he cultivates certain outdoor sports.

He does not waste his strength and energy in dissipation. Realizing the wear and tear, waste and loss produced by disagreeable or unhappy surroundings, he does his best to bring about cheerful working conditions around him. His rule of life may be said to be to love, laugh and labor.

Newman develops broadness of view. To win, men need breath. He often thinks of the time when he was told as a young man that the man who builds a wall around his own home does two things—while he walls the other fellow out, he walls himself in. Therefore, he does not believe too much in walls and limits. He has confidence enough in his own power never to be afraid of giving another power.

He realizes that rules and regulations in business are necessary, but he does not love rules and regulations just for their own sake. The man in whom he delights is the man who, like himself, loves the business for its own sake—who loves to work for the business and to see it develop.

The man he dislikes most is the shirker and the panhandler who is on the ship and expects to be carried over, but who wishes to do just as little work as possible on the passage. He realizes fully that in business as it is now organized there can never be exact justice for every one, but it is his desire to see that this ideal of justice to all is approached just as nearly as possible. In his heart he despises bluffers and those who make believe and pretend.

He develops a love of truth and when some one in his department tells him that they just simply forgot, he understands because he has forgotten himself; but when they put upsome well-planned excuse he makes a mental reservation.

The years roll by, as they always do. Newman has made good. He is recognized as a leader among men. He now has a good block of stock in the business. He has money on deposit in the bank. Who knows, some of these days he may become a director in the Company? Already, the old man at the head of business has an eye on him.

Now the question is whether the pleasant position he enjoys in life does not pay in a large measure for many of his early privations. Isn't it better possibly that he postponed marrying a few years, giving himself more time to devote to study and getting started?

Hook, Line, and Sinker

Prof.—"I am going to speak on liars today. How many of you have read the twenty-fifth chapter of the text?"

Nearly every student raised his hand.

Prof.—"Good. You are the very group to whom I wish to speak. There is no twenty-fifth chapter."

—Team Work.

SASH CABLE PLUMBERS' SAFETY AA & XXXX

CHAINS

TRANSOM
JACK
UNIVERSAL
STEAMBOAT
BASIN & BATH



SASH CHAIN

THE SMITH @ EGGE MFG. CO.

Originators of Sash Chains

BRIDGEPORT, CONNECTICUT

SAMSON CORDAGE WORKS

MANUFACTURERS OF BRAIDED CORDAGE AND COTTON TWINES

BOSTON



SASH CORD, CLOTHES LINES, SMALL LINES ETC. SEND FOR CATALOG

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REAL TRANSPORT
REAL TRAN

LACE CURTAIN STRETCHERS — HOUSEHOLD WOODEN WARE
GENERAL OFFICES AND PLANT—2558—60 ARMITAGE AVENUE,
CHICAGO, ILL., U. S. A.

THE "ONLY TATES"

We manufacture the following:
Picture Wire, Spool Wire of all kinds
Wire Assortments
Braided Clothesline
Twisted Clothesline

Dry or Yacht Mope
Floor Mope, Dust Absorptive Mope
Dust Absorptive Dust Cloths
Dish and Sanitary Mopa
Floor Brushes, Triangular Mope
Furniture Polish

E. H. Tate Mop & Cordage Co.
Boston, Mass.

Silver Lake Sash Cord

Sold by Net Weight, Guaranteed Full Lengths

Established 1869

Order Thru Your Jobber

Silver Lake Co.

Newtonville, Mass.

Dazey Churns

for quick turnover

For years the Dazey has been the dealer's most profitable churn because it is first of all the most efficient butter-maker. It has that quality built right into it that makes it stand up and deliver continued satisfaction. There are satisfied Dazey Churn users in every community helping to sell them.

Good Profit

And, that's the best part of it—the profit is right. Good clean business—no comebacks—no dead stock—the fastest selling churn in America. Just display them and they sell, but push them and you'll hardly have to dust them before they are gone. No need for extra work in trying to force sales with

something "as good as" or "almost like" the Dazey. Your favorite jobber carries Dazey Churns. They are his best seller. Perhaps you would like to have our suggestions on how to double your churn business. Write

Dazey Churn & Mfg. Co. St. Louis Mo.

Made in metal for hand, belt and electric power. In glass for small churnings



Good Hardware



Published monthly by the Trade Division

THE BUTTERICK PUBLISHING COMPANY

BUTTERICK BUILDING, NEW YORK





Have Built Up a **Strong Retail Demand** for Van Kerr Transformers

Extensive advertising direct to the car owner has told millions of automobilists about the Van Kerr Transformer; and will tell millions more.

In strong forceful language in magazines, newspapers and on billboards we have told the car owner how the Van Kerr Transformer gives him greater power, reduces gasoline consumption, and prevents formation of carbon.

The result is that already we have over 100,000 satisfied users. That means that our advertising is getting the story over and making customers.

We will continue to back up our dealers with result-getting advertising. have created a big demand. going to make that demand bigger. And we offer dealers big profits in helping us supply it.

Sale Guaranteed

We can guarantee sales because we know how good the Van Kerr Transformer is and what a big and growing demand there is for it.
It sells for \$2.00 for a four-cylinder set, \$2.50 for a six-cylinder set. Write for our proposition.

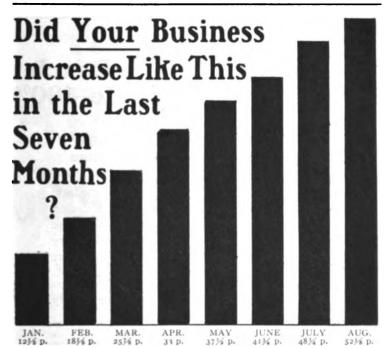
formers have saved the motoring public, many dollars in repair bills and will save them many more. Every set is sold on a money back guarantee.



The Van Kerr Co. 3160 N. Clark St.



Chicago



This graph shows the volume of business carried in GOOD HARDWARE from January 1921, through August.

In the last seven months advertising appropriations have been cut rather than increased. Any publication 'hat in such troublous times can jump from 125% pages in January to 523% pages in August must have something unusual to offer to the advertiser.

Through GOOD HARDWARE you can reach every dealer in hardware and every hardware jobber in the country—48,000 of them—at the same price charged by other publications having less than 20,000 circulation. That's the story that has put GOOD HARDWARE across.

Write for information.

Good Hardware

Published Monthly by the Trade Division THE BUTTERICK PUBLISHING COMPANY Butterick Building, New York

Here is One Way to Reach the Hardware Trade-100%

For the manufacturer whose product is sold through the hardware store

GOOD HARDWARE is an advertising medium through which you can reach every dealer, every wholesaler and every jobber in hardware in the United States every month. Also every toy, every housefurnishing, and every hardware department of every department store.

There is no other magazine that completely covers the entire hardware field.

That the manufacturer is rapidly coming to recognize GOOD HARDWARE as the logical medium in which to advertise his product is evidenced by the steady growth of our business month after month—even in a period of depression.

A national magazine that is read by the entire hardware world, and whose rates are exceedingly low, ought to be of vital interest to everyone who has anything to sell through the hardware store.

Write for rates

Good Hardware

Trade Division

BUTTERICK PUBLISHING COMPANY
Butterick Building, N. Y.





FACTORY AND WAREHOLSES, JERSEY CITY N 1 OFFICE 46 SOUTH STREET

NEW YORK

1221 e seugus

2004 Carterios Building.

1. 184 6578 ·

You have asked this this employ decided to advertise in monotone and the control of the reason can be stated in the one whend many Alarmy state. 70% 10 mg

proof sold . qistlipition.

When any trade magazine of the quality we are a low trade magazine of the quality we are a low trade in the following the process a modium well sulted to the control of every third States, is becomes a modium well sulted to any trade to every manufacturer like ourselves whose message must be ourselved in the control of manufacturer like ourselves whose message must be addition to ever dealer before we dam expect a thorough, must real destriction of

We have long been advertisers in the intrinsic saille to close were many long ties, or classes of declaration as the many to close reach electrical field inarthers at medium the many to close water.

our traducts.

WHITELOCK OCHDAINE COMPANY

Harry Ellade

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GOOD HARDWARE

A Monthly Magazine for the Hardware Merchant who believes the interchange of ideas is good for the soul and the pocketbook

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J. W. GREENBERG, Editor





MCCASKEY

Is Your Business Large or Small?

"IF ever a fellow needed a NECESSITY I need this register" writes W. L. Nesbitt, druggist of Hearne, Texas, in tracing a McCaskey System lost somewhere en route.

"I know too well its advantages to do without it; I have used one successfully and know what its great value is to a small retail business." His maximum system capacity is 170 accounts.

"To the merchant who thinks his business is too large to be handled by a McCaskey Register, I wish to say that this system is eminently successful with the large dealer," is the statement of S. B. Charters, Pittsburgh grocer, who has handled over 3500 charge accounts with McCaskey System since 1914.

The costs saved to the large dealer are extraordinary; and to the small one enough to make stiff competition show greatly increased profits.

There is a McCaskey System of Accounts for YOU; don't be afraid to better you business condition. Send a card for further McCaskey "One Writing" details

McCASKEY REGISTER CO.

Alliance, Ohio

Mr. Campbell, of Clay County, Takes a Crack at the Retail Hardware Dealer

Very much excited because one local merchant didn't give him service, he makes the mistake of seeing things through cloudy goggles



E CAME across a circular the other day issued by The Brown Fence & Wire Company, a concern which sells wire fence direct to the farmer. This circular quotes an article from the *Breeders' Gazette* in which one of their subscribers in an Illinois town makes out a great case for the mail-order houses. We think the writer is on the wrong path, but submit his letter to our readers for what it's worth. Here it is:

"W. A. Riddle some time ago berated the farmer who buys machinery from mail-order houses. He tried to convince himself that a mail-order machine is a false god; that none but the local dealer can supply the repairs. I fear that he convinces no one else. Last summer I priced a certain standard mower at a local dealer's. The price was \$45. The same mower was being sold at the next town, six miles away, at \$42.50. Which should I have bought? I did buy of a local dealer at \$45. This dealer, who is in business solely for my 'convenience,' assured me that I would find all repairs at all times on hand in his store. I broke the pitman. Did this dealer have an extra pitman on hand? He did not. I waited four days for him to get one. Did he order an extra pitman for the next unfortunate? He did not. I lost a spring from the hub pawl. Did the local benefactor have one on hand? He did not. I waited three days for that spring. This dealer, though an agent for two mowers, actually keeps no repairs. Six standard mowers are sold by our local dealers. Only one actually keeps repairs. Had I bought a 'mail-order' mower it would have cost me but \$35, would have carried

a 'guaranty' that means something, and I could get repairs by parcelpost in two days.

"Suppose I buy a gallon of paint from my local dealer. How much of this is 'kept at home'? (That is the slogan, 'keep your money at home!') One-half dollar: he sends the dollar away. Suppose I buy the next gallon from the mail-order house. I send the dollar away and 50 cents is 'kept at home' just the same, only it is kept in my own pocket. I have waited four long weeks for a local dealer to get me some corrugated roofing. Now he informs me that 'it has not been shipped yet.' None of our three hardware merchants will handle lightning rods. A certain dealer said to me that he buys his scoop shovels and axe-handles from a mailorder house and sells them at a trifle over 100 per cent profit. What benediction has Mr. Riddle for our beneficent 'local' merchants who send their own wives out of town to St. Louis to purchase their spring, summer and winter millinery, suits, party dresses and shoes?-WILBER A. Campbell, Clay Co., Ill."

We think Mr. Campbell exaggerates the case. Maybe he has had unfortunate experience with one of his local merchants. But if retail



Copyright 1921 by Herbert Johnson

Graphic Comparison of Horses and Mules, 1910-1920

Grand total horses and mules in U.S., 1920,-27,676,939

Grand total horses and mules in U.S., 1910,-26,756,750

Horses and mules on farms, 1920,-25,593,078

Horses and mules on tarms, 1910,-23,320,850

Horses and mules in towns, 1920,-2,083,861

Horses and mules in towns, 1910,-3,435,900

Copyright 1921 by Horse Association of America

Is the horse dying out? In the city, perhaps, but on the farms—and in the country at large—Old Dobbin is on the increase, according to the latest figures published by the Census Bureau.



merchants were as inefficient, as money-grabbing and as lacking in all the elements of common business ability as he tries to infer, it would be a very short time before all the business of the country would be concentrated in the hands of the mail-order houses.

We still maintain our belief that the retail merchant can cope successfully with the competition of mail-order houses. The latter may undersell him on one or two items. That is part of their game. But year in and year out, quality for quality, price for price and service for service the local merchant can beat the mail-order house. And the greatest thing the merchant has in his favor is the fact that he can give service that is utterly impossible for any mail-order house to give. The only question is whether he is sufficiently interested in giving the service.

RETAILERS have been hard put to it to get enough things to sell for a dollar. Instead of the usual Dollar Day, try a two or three dollar day. They will go better in some stores than the Dollar Day. But be sure to give real values for the money. Do not make the mistake of using any faked prices; offer real bargains, and you can do that without cutting the price too much.

IS HENRY Ford putting Old Dobbin out of business? In the big cities, according to the U. S. Census Bureau, the answer is "yes." New York has only 56,000 horses instead of 128,000 in 1910; Chicago employs 30,000 against 68,000 a decade ago; while in Philadelphia the drop in ten years has been from 50,000 to 19,000.

But on the farms our friends Mr. Horse and Mr. Mule refuse to give way to the automobile, for the figures covering the entire country show 27,676,939 of them now in

use—an increase of nearly a million in the last decade!

Of the total, 20,667,319 horses and mules were of working age—coming 4 years and over. Approximately 17,000,000 were in harness doing farm work, and 2,000,000, in round numbers, actually at work in cities, towns and villages. These 19,000,000 horses and mules in service require 9,500,000 sets of harness.

The investigations of the Horse Association of America show that the average harness lasts 12 years. Wagons last 15 years. Both harness and wagons can be patched up to last a year or two longer, if necessary, but the figures given are a fair average for ordinary conditions. This means that approximately 800,000 sets of harness are needed every year to take the place of those worn out and discarded.

HERE'S a unique bit of advertising on the part of Stortz and Caughlin, of Baraboo, Wisconsin, which we are able to reprint through the courtesy of the Morley-Murphy Hardware Co., of Green Bay, Wisconsin:

Here is the place to get that brace with bits and drills to match it,

Assorted locks and shot gun stocks a jack-knife or a hatchet,

Razors, tacks, a saw, an ax, paints, varnish, oils and glues,

Drinking jars and iron bars, rope, squares, spades and screws, Wrenches right, we treat you white and sell the best that's sold,

And we have stoves to bake your loaves

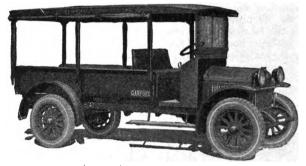
They're hottest when they're coaled;

Rivets, hasps, files and rasps, bolts, nails and gasoline,

Extra blades for different trades, and that Easy Washing Machine.

GARFORD

Announces a New 3/4-Ton at \$159099



Covered express body with windshield, \$1780; Panel body complete with windshield, \$1815; Chassis, \$1590; all equipped with electric starting and lighting and 3415 pneumatic cord tires; all prices F. O. B. Lima

Model 15 is a ¾-ton Garford, built to the demand of thousands of Garford customers for a highspeed, high-quality delivery truck.

The above express body makes an ideal job for quick, safe dispatch in the handling and delivery of hardware.

It is "all-truck" in every respect. A Garford through and through. Motor, transmission, rear axle—every unit is strictly up to the higher standards of excellence so

well established by Garford in his heavier models.

All we ask is that you see this Garford and judge its better value for yourself.

Its superiority, we believe, is so evident to every business man who sees it that you actually cannot afford to overlook this truck.

From what we already know, we are firmly convinced that you will see in this truck the best purchase for today's dollar in the field of quick, dependable delivery.

THE GARFORD MOTOR TRUCK CO., LIMA, OHIO

TRUCKS

How the Motor Truck Will Help the Hardware Merchant in His Business

Some useful hints on when to buy a truck, the kind to choose and how to figure correctly whether it's an asset or a liability

By S. W. Steinberg



UT TEN years ago people stood on the side lines and watched the trucks go by with a feeling of mingled curiosity. A new one would chug-chug up Main Street, and they would carry home the news that Tuthill and Company were now delivering goods by motor truck!

"They must be getting prosperous," the sage of the family would remark.

Today a hundred trucks pass where one went before and only attract the casual interest of the pub-They are taken pretty much for granted in the general scheme of things. The only added point of interest is that Tuthill and Company now have ten trucks. From a small hardware store in the center of the block, they have grown to be one of Newtown's principal department stores. First came the house furnishings, then the furniture and, following on that, department after department, until the store sells practically everything from pins to written primarily for the fellow who feels his capacity for growing—the fellow who has not yet reached the truck-delivery class, but is rapidly approaching it. Although there is no reason why it should not have special interest for the merchant who has a delivery truck as well as the Tuthill who already has ten. You will see why later.

It is hard today to find a merchant who is not interested in the subject of motor delivery, either passively or actively. Some day he is going to have a truck purring up Main Street carrying the mes-

> sage of his progress to every family in town.



A Rainier 1-ton open-express truck. The body is 6 1-2 feet long by 44 inches wide, mounted on a chassis having a 123 inch wheel base. Pneumatic tires; cab and windshield. An excellent truck for all-round purposes

truck—"When?" This is the first of three vital questions concerning motor delivery.

Very likely the first person you meet will answer this question about like this:

"As soon as my business gets big enough to warrant a truck. Not before." Here was a case of anticipating the "when" and virtually creating the necessity for a truck after one had been bought. Progress begets progress.

Then, too, there is a certain amount of sales value in a truck. Aside from its appearance, people like to buy from the merchant who



This Garford 1 1-4 ton truck employed by a Newark hardware merchant was found on investigation to have saved the firm \$6563.70 a year.

It costs \$11.55 a day to operate

I wonder how many merchants actually know just when business does warrant it? Pause a moment; for this is not a light question. The answer to it depends on other things besides the ledger, the journal, and the bank balance.

There was a small hardware merchant in Providence who reported business as "fair to middlin'." He managed to take enough money out of the business to make a first payment on a small delivery truck mounted with a trim panel-body and neatly painted. At first the truck represented an appreciable overhead expense because customers previously carried their own parcels, but as soon as they found out that he had a truck they did more of their They even business at his store. used the telephone where purchases by this method were practical.

has one. It carries his name into every part of the town. It gives prestige to his business It keeps him always three jumps ahead of the game in a way to provide for expansion. It gives personality to the business and a certain amount of pride to him as a merchant. And quicker deliveries mean more business.

It has, of course, been assumed so far that every merchant really ought to have a truck. This is more or less a fact, eliminating, of course, the few whose business is entirely too small or whose capital is too limited to provide for expansion.

Having taken this much for granted the next step in buying a truck is to decide what kind to buy.

Naturally everybody has certain preferences in the matter of appearances as well as the matter of szvle.

Regarding the latter, good judgment enters largely into the transaction although there are a few general principles to be observed. These are governed by the uses to which the truck is to be put.

Generally speaking there are three types of bodies that are adapted to the hardware and housefurnishing business: the panel, the express and the rack. The rack type because of its height and capacity is suitable for bulky and case goods. The express type is good for all around purposes and has a more substantial appearance. provided with screening around the sides and rear it becomes especially suitable for small The panel type is of parcels. course the more distinctive and has certain advantages not possessed by the others. Being entirely closed, it protects the merchandise from rain and snow. It is practically an all-weather body. However, being usually of smaller length, it is not so well adapted for delivering such things as linoleum or ladders.

The size of the chassis is also determined by the purpose for which it is intended. Trucks are built in sizes ranging from 1/2 ton to 10 tons. and the variations between are many and sometimes confusing. The logical size for a particular business is really a technical prob-Too often it is wrongly determined by the price as the difference in the price of each size is usually marked. But eliminating the matter of price, what size would you select if you were buying a truck today? A 1500 pound truck may answer your needs: so might a 2000 pound or a 3000 pound truck. Yet your first question, if you are an average buyer, is "What is the difference in price?"

By way of explanation, the rated size of a chassis is gauged by the dead weight it will carry. A 2-ton truck should be able to carry with ease a 4000 pound concrete block placed over the rear axles so that the strain will be directly on the rear axle and spring. The test should include a 30-mile run over rough roads and should show no evident signs of strain on any part.

An honest rating for a truck will (Continued on page 58)



An International speed truck that is admirably adapted to the use of the hardware merchant. Such a truck will give better delivery service than a horse and wagon and is much less expensive to operate

Painters stake their lives on WAITLOCK ROPE

They know they are safe, for they know Whitlock All-Manila Rope is made of the same strong, high-grade, dependable fibre straight through. It is the rope that withstands the severest outdoor tests of wind, weather and hard work. You can not afford to take chances on the rope you use for your scaffold. Play safe—buy Whitlock.

WAITILOCIK CORDAGE

Hardware dealers and ship chandlers throughout the country are building business with Whitlock Guaranteed Cordage Products. The man who buys Whitlock comes back for more. Whitlock All-Manila is the rope that is guaranteed superior in every respect to the U.S. Bureau of Stan-



Athletic Teams Bring Business and Fame to Rayl's Hardware Store

Detroit firm sponsors teams known throughout the country, and gets thousands of dollars in free advertising as a result—How other hardware merchants can do the same thing

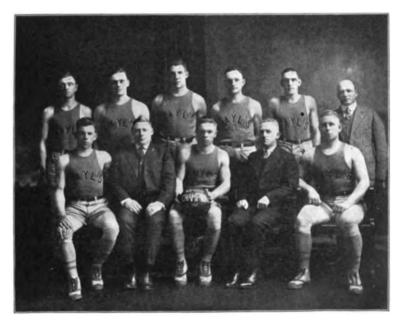
By D. G. Baird

ROM an advertising standpoint, twenty to fifty inches of reading matter on the sporting pages of the daily papers is pretty good publicity for a store that handles sporting goods. And when at the same time, and through the same medium, the name of the store is passed from mouth to mouth among thousands of people, any advertising man will agree that whatever the cost, it is worth it.

Yet the cost of such advertising

need not be great. The T. B. Rayl Company of Detroit is getting just such publicity every week for the price of a few athletic uniforms.

The Rayl Company, in addition to the usual line of hardware and accessories, handles all kinds of sporting goods and does a good business in this line. But this firm seldom buys space in the papers for its sporting goods department. It doesn't heed to do so. Week after week the news-



Rayl's championship team has made this hardware store's name known from coast to coast

papers carry from one to five or six articles about the activities of the athletic teams that bear the name of Rayl's, while the sport lovers of Detroit and surrounding cities are as familiar with Rayl's teams as they are with the Detroit Tigers or the Chicago White Sox.

for the firm, when asked his opinion of the value of such publicity. "Why that team brings us trade from all over the United States. Wherever you go, among devotees of sport you will hear of Rayl's. Just recently a man from down in Ohio came into the store and told



This is the sort of free advertising that the athletes have obtained for the store—and on the sporting pages which all the men read

Furthermore, "The Rayls," a basketball team sponsored by this firm, are known from coast to They have defeated all aspirants to the title in the amateur class of basketball teams and have been invited to play against professional teams in eastern cities. They have held the championship of the state of Michigan for six consecutive years, and last year were champions of the middle And each member of this west. championship team wears Rayl's name on his uniform and the team is known far and wide as the hardware men!

Pretty good publicity? Rayl's thinks so.

"You can't beat it!" exclaimed E. H. Kohl, advertising manager

us he had called especially to see the store that sponsors such a team as ours. We showed him through the establishment and before he left he had bought a large bill of goods; and he took our catalog with him.

"We get lots of requests through the mails addressed simply to 'Rayl's,' requesting a copy of our catalog, and explaining that the writers learned of us through seeing our team play, or through the newspaper accounts of our games. We send them the catalogs and get a great deal of mail-order business in that way.

"I frequently meet strangers who, on learning that I am connected with Rayl's, exclaim, 'Oh, the firm that sponsors the famous basketball team?' "

In addition to its championship team, and in large measure responsible for it, this firm sponsors a second basketball team that usually succeeds in defeating all second-division teams of the city. This second team, known as "Rayl's Sports," was organized chiefly for the purpose of furnishing opposition considerable publicity in the newspapers, as well as creating a favorable impression among the people of the city.

Another team that has brought much favorable advertising to the Rayl Company is its hockey players. This team, under the leadership of J. H. Sutherland, another of Rayl's salesmen, is well on the way to winning a pennant for the firm.



Photo from Flexiume Sign Co.

The Rayl Co. believes in good signs and sporting goods get a prominent place among them

and reserve material for the firstdivision team and is under the direction of Sam Levinson, a salesman in the sporting goods department of the store.

Since the organization of this reserve team, practically all recruits for the major team are drawn from it and membership in the first team serves as a goal toward which members of the scrubs strive constantly. This team also gets

The team is a member of the Detroit-Windsor Inter-City Hockey League, an association composed of eight teams, and has borne itself well during the few seasons since its organization.

Like the other teams, this organization is furnished and equipped by the firm and wears the firm's name on its uniforms. Skates, however, are not furnished the

(Continued on page 64)

"Save Your Back with a

CADILLAC"





The Salability of Cadillac Electric Vacuum Cleaners

The demonstration, the trump card in winning sales of CADILLAC Electric Vacuum Cleaners, brings out these facts:

The CADILLAC is a substantial, well-built machine, attractive in appearance with sufficient suction to get the deeply imbedded dust and dirt.

The CADILLAC is easy to operate. No stooping or bending is necessary.

After the demonstration, an examination of the dust bag brings out the significant fact that it does not contain a preponderance of nap. This is due to its soft-bristle friction-driven brush which cannot injure the nap.

Dealers desirous of handling this efficient, highly profitable vacuum cleaner should communicate with us.

Ask Your Jobber or Write

CLEMENTS MFG. CO.

610 Fulton St., Chicago, Ill.

Canadian Factory: 78 Duchess St., Toronto, Ontario, Canada

Sid Takes a Hint

Wherein a dealer suddenly wakes up to the fact that the bunch of humanity known as the Great Buying Public, prefers hardware to scrap-iron

By D. G. Baird

ALK about the boobs what usta think they could find a way to turn base metals into gold. and the nuts what tried to invent petrified motion, and the gay old birds what strolled around lookin' for a fountain of youth, and the statistician what christened a certain well-known temperance beverage, and all—say! these sports was shinin' lights in the intellectual line compared to the gink what gets a hunch he can build up a lucrative trade by sellin' scrap iron for hardware just because it's cheaper and folks'll buy anything that's supposed to be a bargain.

Do I know whereof I speak? I'll say I do! Didn't my friend and sometime boon companion, Sid Henderson, get just such a ailment? But maybe you haven't heard about Sid.

You see, Sid was one o' these here brilliant young salesmen what get a idea their bosses don't know the first principles of the fine art'uv layin' themselves liable to a high income tax or enticin' the populace of the village to walk a few blocks outa their way for the sole purpose of investin' in a goodly proportion of their stock and all, and the only thing to do under the circumstances is to set up a establishment'uv his own and proceed at-once to corner the trade in his line and become a philanthropist.

Well, anyhow when I happen down to Cartersville awhile back I find Sid all set up in business for hisself and tryin' to imitate a drugstore by hangin' out a cutrate sign. He's got a lot o' tinware and cast iron strewed promiscuously around the joint and's sellin' the stuff under the pseudonym'uy hardware.

And it seems he's sellin' it too, 'cause he's got a coupla clerks hired and they're busy waitin' on customers and Sid hisself ain't no more'n give me a real fraternal greeting than he hasta excuse hisself and pitch in and help 'em out, and



If that there piece of tinware warps or breaks—which it'll do if the poor boob tries to cut a piece of hardwood—he'll be peeved

about three seconds later I'm implicated in the merry game myself.

It all come about this away. All the force is busy waitin' on folks when another customer comes in real brisk and steps right up to me

"Have you got the Cutwell?" he puts in real eager. "That's just exactly what I wanted, but I didn't think I could get it in this here burg. I'uz beginnin' to think you folks didn't handle nothin' but cheap tools."



She ain't slow about revealin' the contents of the package. It's a ir bought about two weeks before and what's already burned out It's a iron she's

'sif he means business and wants to know if we've got a good handsaw for sale.

Now I'm some authority on hardware myself, and seein' as how I know the trade and the prices and the goods and Sid and all, and I'm wantin' to be'uv service to my friend and to the customer what shows he's in a hurry I let it be known forthwith that money'll buy anything in the shop.

"A good handsaw?" says I real pleasant, "I'll say we have! We've got the only genuine 18 caret, allwool-and-a-yard-wide saw that ever sawed! Ever hear 'uv the Cutwell brand of tools?" I continued as I stroll over to the saw case. "When it comes-

But in the meantime I'm beginnin' to feel sick clear down to my boots. There ain't a Cutwell saw in that case nor one in sight anywhere else. And then the gent gets around where he can see into the wall case where Cutwells oughta be but ain't, and he grunts somewhat disgusted-like: "Humph! you ain't got no Cutwell in that case.

"Well no," says I feebly, 'cause I'm gettin' sicker and sicker as the facts rise up and smite me amidships, "we don't seem to have anv left. But we'll have 'em in a few Pardon me, here's the proprietor; he can tell you just when the new lot'll be in. Or maybe he's got some stored away!"

(Continued on page 68)

Digitized by Google



of stores alone sells over 25,000 Mendets every week. Mendets are not a novelty or an experiment. They

have been on the market and have been good, steady sellers for 16 years. And they are well advertised-"Don't throw it away-Mend it with Mendets" is

familiar to thousands.

Mendets mend leaks in graniteware, copper utensils, aluminum ware, tin ware, iron ware, rubber goods and countless other articles instantly, easily, permanently. No heat, solder, cement or riveting necessary. Simply a few turns of a nut and the utensil is made watertight. Mendets stand extreme heat and hard service. Fit any angle, don't interfere with use of utensil in any way.

Don't you want some of this fast turnover business?

TRIAL OFFER TO RETAILERS
One carton of 2 dozen 10c packages and 1 dozen
25c packages, attractively displayed in a Lithographed Silent-Salesman Display Carton, shown
inthisad vertisement. Put this carton on a counter
and let Mendets sell themselves. Cost of carton
to you \$3.50. Retails at \$5.40. Use the coupon.

COLLETTE MANUFACTURING CO. Amsterdam, N. Y.

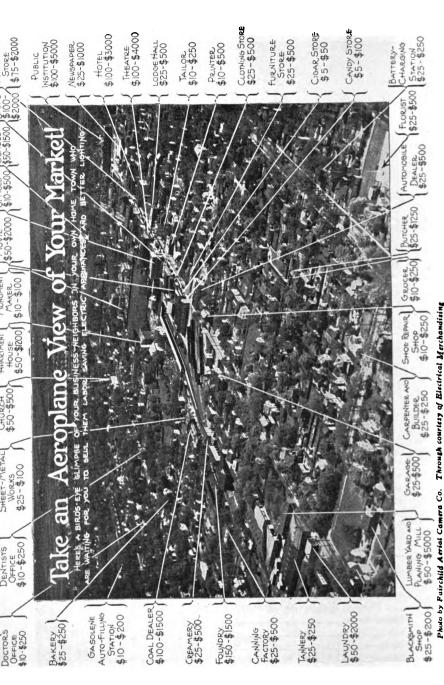
Please send me at once 1 carton of Mendets as described above—\$3,50.

(It will be billed through your jobber) Jobber's Name City_ My Name Address

State

City_





Making Turnover Offset the Small Margin on Electric Appliances

Can a hardware dealer afford to do business in this class of goods on the 25% marginal basis? He can, because he gets a big annual return on invested capital

Roi B. Woolley



OT long ago I talked with a hardware retailer in a midwestern city. He was then carrying a line of electrical household appliances and had but recently completed a drive on electric washing machines.

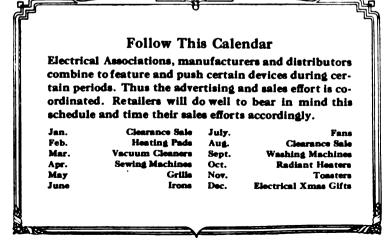
My visit found him considerably disgruntled; it was quite evident that he was sore on the electrical industry in general, and the washing machine manufacturers in particular. However, I had come to get a story from him,

and I braved his wrath.

"You've come to get my story on selling washers, have you? Well, it's short and to the point; I'm through with it. Don't ever want to have anything more to do with it. I'm done"—banging his fist on the desk.

BUT suppose you tell me the reason," I replied. "Maybe there's a good story in the very fact that you are through with washers—why are you through—what's happened? There must be a reason..."

"Reason!" he snorted, "there's reason enough, which reminds me of the young man who had six reasons why he had never married; I've forgotten the others, but one was enough—he hadn't the money. So I say you can forget all the other



reasons but this one—there's nothing in it."

"If you must have the story," he went on, somewhat mollified after I had him drawing at a good cigar, "here it is: It began with a suggestion from my wife that I ought to get her an electric washer, out of

"'Turnover's the thing—not margin'—that's what he said, and he pictured what would happen when their great advertising campaign got started. His brand of washer, being so well known, would just naturally sell itself right off the floor. Old stuff? Of course, but



Every hardware merchant cannot give this much space to his electrical department, but he can make it just as orderly and attractive

which grew the natural question, why didn't I sell them?

"Well, I talked with various salesmen; I read reams of stuff about the big profits and so on, but I was skeptical. Nevertheless the wily salesman finally landed me and I agreed to try his brand out, with six washers as the initial order. I couldn't see where the profit was coming in, at 25 per cent, and while the salesman practically admitted that the margin was close, he painted such a rosy picture of turnover that I had to hold back from ordering a car of 'em.

some of us never learn, except by bitter experience.

"I bought. I cleared away good space up front, cleaned out my windows, opened up on my trade with a barrage of advertising, sent men out to drum up prospects, got a girl to demonstrate washing in the homes to prospects—did everything possible to give the thing an honest-to-goodness tryout.

"And I can't say that I didn't get some results. Certainly I sold my six washers. Then I sat down with a pencil and began to figure where I

(Continued on page 78)





THAT'S one of the main reasons why BEE-VAC dealers make more money—they sell a mechanically perfect vacuum cleaner at a price that's well within the reach of every housewife.

Ideal business comes from quantity sales. Our low price to the purchaser insures quantity sales, and at the same time allows a generous dealer profit. Each BEE-VAC Cleaner sold is a live

THE CLEANER is light and easy to handle, yet sturdily constructed. For durability and constant service, BEE-VAC is without a peer. Our special suction feature is a guaranteed "dirt-getter." It has greater suction than most cleaners. The BEE-VAC is equipped with a Birco motor—this is undoubtedly the best motor ever designed for a vacuum cleaner. Every BEE-VAC owner is a BEE-VAC booster.

selling agent for another one over a quarter of a million BEE-VAC Cleaners in use today. Our sales helps, window trims and dealer co-operation are genuine sales boosters.

Don't let your competitor beat you to the BEE-VAC Agency in your territory. Wire or write today for full particulars. BEE-VAC dealers boast of quick turnover and BIG PROFITS.

Don't Delay-Write Today

BIRTMAN ELECTRIC COMPANY
Also Manufacturers of the Famous Birco Motor
Dept. D., Lake & Desplaines Sts, Chicago, U.S.A.

Why D. J. Tamminga, Hardware Dealer, Made Advertising His Pet Baby

A merchant whose advertising has increased his business 150% tells the story of what he did, and how

By Charles A. Goddard

IN explaining the present advertising policy of the firm of which he is junior partner, Jacob D. Tamminga, of D. J. Tamminga & Son, hardware dealers of Roseland, Ill., tells the story of another merchant.

"This merchant thought of his advertising only about once in six months—that was the time he changed his advertisements," said Mr. Tamminga. "It was also the time that he signed his contract. The rest of the time he put aside all thoughts of the advertising. It was useless. One day he sur-

prised the readers of the newspaper.

"'Si,' said a friend, 'I see that you changed your ad this week.'

"'Yes, I did. The editor said the old cut was worn out and that I'd have to supply a new one.'"

Roseland is a suburb of Chicago, easily reached by steam suburban or trolley. The downtown newspapers with their advertisements circulate freely in the Tamminga shopping territory. The Roseland newspaper is a weekly. But this hardware store needs no reminder about its ad-

vertisements. They are not only prepared regularly, but they are prepared to sell goods. Illustrations are purchased when none of the manufacturers' services are available to illustrate seasonable merchandise. Copy is put into the space that will interest shoppers.

And the firm has plenty of evidence that the advertising investment is paying. It was five years ago that the store started to use its present style of advertising as contrasted with general talk and infrequently changed



Tamminga's advertisements are prepared so that they will sell goods



This is the Johnson Book on HOME

which we are advertising so extensively in Ladies' Home Journal, Good Housekeeping, Vogue, Saturday Evening Post,

BEAUTIFYING

Country Life, Atlantic Monthly, House and Garden, House Beautiful, and many other national publications. It tells:

- -How to put and keep floors, woodwork and furniture in perfect
- -How to finish soft and hard woods.
- -How to refinish old wood in stained and enameled effects.
- -How to remove old paint and varnish.
- —How to fill unsightly, germ-catching cracks in floors and woodwork.
- -How to stain wood.
- -How to get a beautiful enamel finish on wood or metal.

We want you to have a copy so you and your clerks will be familiar with it.

Johnson's Artistic Wood Finishes

Johnson's Line of Wood Finishes includes Prepared Wax—Wood Dye—Undercoat—Enamel—Floor and Finishing Varnish—Crack Filler—Paste Wood Filler—etc.

Every Johnson Product is manufactured by experts and guaranteed to give satisfaction.

Write for our

"No-Investment Sales Plan for Hardware Dealers" It's a money-maker—and you can deal with your regular jobber

S. C. JOHNSON & SON, Racine, Wis., U. S. A.

"The Wood Finishing Authorities"
Canadian Factory: Brantford

S. C. JOHNSON & SON, Dept. HD, Racine, Wis. Please send me your booklet on Home Beautifying; also your "NO-INVEST- MENT SALES PLAN FOR HARDWARE STORES." Name.
Address
City and State
My Jobber 11



advertisements. Since then the sales of the firm have increased 150 per cent. "That is 30 per cent. a year," said Mr. Tamminga. "Ten per cent. a year is enough to show a live business: but if our advertising expenditure will get the per cent, that 30 is evidence enough to us that it pays.

"Sonie stores confine their advertising to the printed advertisement. That is a mistake. The advertisement catering to a local community such as Roseland must be coupled with a good window

trim as well as inside display. Harmony between advertisement and window trim and inside display is something that we try to attain. And, so when a customer has seen oil heaters advertised this week in our advertisement he will see them in the window to remind him: and again inside to tempt him to look and to inquire. That policy has helped the success of our advertisements.

"We have done this sort of advertising for five years. Our object is threefold: First, to keep our name before the people: then to create a desire for certain articles or lines and then to give



ALUMINUM AND WHITE ENAMEL COOKING UTENSILS

MADE FOR SERVICE

Life's Little Laughs

was riding a bicycle with no

lamp. He came to a cross

roads, and did not know

which way to turn. He felt in his pocket for a match. He

found but one. Climbing to

the top of the pole, he lit the

match carefully, and in the

ensuing glimmer read. "Wet

Paint.

TR

BELLYPP

It was a dark night. A man

ACTUAL CAPACITIES

GUARANTEED PERFECT MASON FRUIT JARS

Pints. 79c doz SPECIAL Quarts, 89c doz. 1/4 Gal., 99c doz. No Less Than A Dozen Sold

STONE CROCKS 1 to 15 gal.

1 to 6 gallons____25c gallon Bottle Stoppers. _ _35c dos. Fruit Jar Rings, 10c doz.

FEDERAL COUPONS

PHONE

PULLMAN OO

D. J. Tamminga & Son "The Store of Quality"
HARDWARE, PAINTS AND SEEDS 10816-18 South Mich. Ave. ROSELAND

Sales have increased 150% since this style of advertising was adopted

> readers a general idea of the lines we carry in stock.

"If direct results of sales of certain lines or articles advertised are hard to trace we are satisfied. Once in a while, usually when we have specials, we can trace direct sales; but the best test is the ascertaining at the end of the year whether or not the sales have increased in proportion to the advertising investment."

Aside From That—

He: Is the tire flat? She: Well, it is a little flat at the bottom, but the rest is O. K.



A fellow who obeys orders generally knows how to land them too





"AUTEX" Automatic Extension Reel

An automatic reel that takes up the slack cord on extension lights and electric tools. Eliminates danger and expense of worn cords. Enables light and power to be used anywhere.

The Autex extension reel sells whereever electric light or power is used. You need one in your store. Every other merchant in town can use them. You can sell them to stores, garages, factories. Write for complete information.

Cincinnati Specialty Mfg. Co. Cincinnati, Ohio



"Save-The-Difference" a New Sale Idea

NE of the biggest drawing cards for the store of "Davis the Hardware Man" in Boston is a weekly "Save-The-Difference" sale.

Each week a quantity of first class and seasonable articles are placed in a show window used



Each week, Davis advertises some seasonable article at a bargain price and people have come to watch for it

expressly for the purpose for sale at bargain prices. A changeable letter sign in the very front of the window announces the articles for



I will do the work of the largest bowie knife though folding to pocket size.

Instantaneously opened and as easily closed.

The very principle on which this knife is built makes it absolutely safe; and it can be kept scrupulously clean because the handle itself opens up.

Extra Blades \$1.00 each

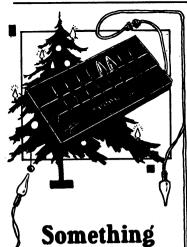
NEFT SAFETY KNIFE COMPANY

blade styles.

New York

Selling Agents
VALLEY FORGE CUTLERY CO.
Newark, N. J.





A one size Xmas tree lighting outfit of eight

lights only.

New!

Builds up into any size set desired—two sets quickly attached makes a sixteen light set, etc.

Quicker Turnover. No Shortage of Sizes. No Surplus Stock. Bigger, Surer Profits.

No tools needed—Simply push plug into Unit Connector.

Well Worth Investigating Circular upon Request

United States Electric Manufacturing Corp.

New York Chicago 576 B'way 25 N. Franklin St. the week and the prices at which they are being sold.

Frequently the window bears a placard announcing: "Davis Weekly Sale—Watch the Window for New Specials Every Week—Save the Difference." The window is trimmed every Saturday night for the next week.

"The window has proved a great drawing card for us," says R. E. Knuepfer, store manager. "And that is what the idea was intended for. We make little or no profit on the articles that are sold in the window each week but a large percentage of persons who come into the store to purchase an article seen in this window buy something else.

The Window-Watching Habit

"We have found through special investigations that a great many people have got into the habit of watching this window every week. In fact some persons have allowed their curiosity to get the best of them and have come into the store to inquire what we would have in the window next week.

"'Wait and see,' is the stock answer we give them in a polite way for we have made it a set rule not to tell what the weekly bargains will be beforehand.

"Sometimes persons who are not well acquainted with your business are skeptical when they come in to purchase an article seen in the window. They are half convinced the reduced prices mean that there is something the matter with the goods. But they change their views when we assure them that the offerings are first class stock and allow them to choose the article they desire from any one we have in stock."



THE greatest strain in a coaster wagon comes on the King Bolt. That is the point that causes most of the trouble—when a wagon has an unbraced King Bolt made of soft iron. That is where the Dan Patch Coaster is strongest—the bolt is braced so that it cannot bend. This is just one of the selling features of the Dan Patch wagon.

The new Dan Patch Coaster has pressed steel disc wheels—just like those on the highest grade automobile.

Can you imagine the word of mouth advertising of the first boy in town to get one of these new wagons? A few of these coasters about town will have the boy population in a fever until they too can get the latest idea in coaster wagons.

You know how boys are. The Dan Patch Coaster is built to give long time service. The wheels are built to carry loads much greater than are ever put on a coaster wagon; the whole wagon is built to stand more wear than the strongest boy can give it.

Easy to set up—only five bolts to put in place. This is something to think about.



THE DAN PATCH CO. Connersville, Ind.

The drawing in the circle shows how a man can stand on the handle without bending the King Bolt.



It is a tangible guarantee actually carried in the rope throughout its entire length and positively identifies and guarantees every foot of

Columbian Tape-Marked Pure Manila Rope

When you buy rope containing this red, white and blue Tape-Marker, you are getting one of the most successful products of the rope making industry, because the Tape-Marker absolutely guarantees the quality of fibre, workmanship, strength and durability of every foot of Columbian Rope.

Standardize your cordage stock—make sure that every coil carries the Columbian red, white and blue *Tape-Marker* embedded in the rope.

By stocking a Rope in which the manufacturers have so much confidence, that they place their guarantee and signature within the entire length of the rope—you are absolutely certain to give your customers the utmost satisfaction.

ey invitation Member of

Columbian Rope Company

432-80 Genesee Street
Auburn, "The Cordage City" N. Y.

Branches— New York Chicago Boston Houston Baltimore

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The items in the weekly sale are advertised every Monday morning in the Boston newspapers. People have got into the habit of watching for the ads, too, and use them to keep informed on these special sales.

Every effort is made to place seasonable articles in the window. For instance, the second week in Ianuary, the offerings were rotary ash sifters, wire shakers, soot destrovers. ash cans. ashman trucks, automobile tail lights. wood saws, etc. The articles offered the previous week were flexible flyer sleds, men's ice skates, ladies' ice skates, antifreeze solutions for automobiles. tire chains, automobile radiator and hood covers and vacuum bottles.

Aluminum Sign Brings in Customers

SPECIALIZING in aluminum greatly increased the business of J. White's Sons hardware store on Hanover Street, Boston. In fact there was such a rush of purchasers that the company decided to give over half of its floor space to the showing of aluminum ware.

Believing that sales could be increased still further, the company advertised heavily in the newspapers that it had the most complete assortment of high grade and popular priced lines of aluminum in the city. A big sign was also put up over the entrance announcing: "White Aluminum Shop—If It's Made of Aluminum We Have It."

The continued advertising and the sign have placed White's in the eyes of the Boston public as a store in which they can get about



Pocket and camp axes, knives, gun sights, and cleaners, compasses, etc., sold by leading jobbers—if your dealer can't supply you, write us direct. Liberal discounts from these list prices.



Flexible Rear Sight Perfect rear sight, for nearly all rifles. Won't break if struck. List price, 2 discs, \$4.00.

Sheard Gold Bead Front Sight



Showsupfine in darkest timber, won't blur. For nearly all

sporting and military rifles, revolvers, etc. List price \$1 65. Complete line Marble's Sights shown in catalog.

MARBLE ARMS @ MFG. CO.

533 Delta Ave. Gladstone, Mich. Pacific Coast Representative McDonald & Linforth 739Call Bldg. San Francisco, Cal.

Smash Mail Order Competition!!



Send your own "catalog" into the home in the shape of an attractive, artistically lithographed

HEEKIN CAN

It will bear the dealer's name and address, so his own advertisement (his individual lithographed label) will be constantly before the housewife—inviting and convincing—in COLORS, not "plain black and white paper."

Thus his "catalog" will stand open and be read every day. Another advantage: the dealer's "catalog" will be SOLD to the housewife and not given away.

THE HEEKIN CAN CO.

Sixth and New Sts. Cincinnati, O.

anything in aluminum. At the same time customers who have known it for many years as a hardware house continue to go there to make purchases of strictly hardware articles.

Aluminum Everywhere!

The aluminum department covers about 500 square feet of floor space. All of the display tables, some of them having two or three tiers, are piled full of aluminum. The entrance to the store is rather small and space is limited in the display windows on either side of it. One of these windows is used exclusively for displaying aluminum and the other for other articles of hardware.



J. White's Sons believe in playing up one line—and playing it hard



Four Popular Selling WASHING MACHINES



A COMPLETE LINE

Hand Power
Belt Power

Water Power Electric Power

To Retail \$13.50 to \$98.50



Veribest-Water Power





No. 52 Electric

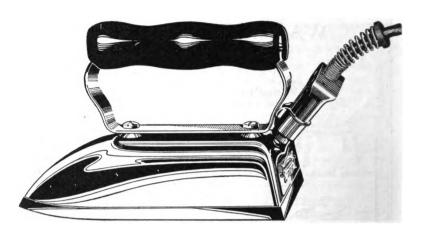
THEY ARE JUST WHAT THE PEOPLE WANT

Machines of quality at a low cost. You will never have to pass up a sale with so complete an assortment where every machine has the same superior principle together with the other well-known Boss quality features.

Now is the time to order for your fall business. If your jobber cannot supply you write to us direct.

THE BOSS WASHING MACHINE CO. Cincinnati, Ohio

Menufacturers of Washing Machines Esclusively Since 1889





The best electric iron being made today

Famed for its wonderful service

We back dealers with sales helps of exclusive quality

CHICAGO FLEXIBLE SHAFT COMPANY

5614 Roosevelt Road, Chicago, Ill.

30 Years Making Quality Products

Tycos Thermometers

83 Million Times



during the past year, we said "Tycos" to 20,000,000 people.

For many years Tycos has been advertised in this same consistent, "everlastingly-at-it" way.

You can easily see why Tycos Thermometers are the best sellers when you join the fact of this continuous publicity to the solid, enduring worth of the instruments themselves.

Your jobber is now ready to supply you with your stock of Tycos Thermometers for the coming Fall and winter needs.

Tylor Instrument Companies

Rochester, N. Y.

New Catalog just issued. Send for it.

There's a Tycos or Type Temperature Instrument for Every Purpose

D3



SEMPLE RUBBER CO., TRENTON, N.J.

Turnover and Good Will

Any article that turns over speedily and builds good will through the satisfaction it gives deserves the hardware man's careful consideration.

The Auto Vacuum Ice Cream Freezer



moves quickly because every woman customer instantly

sees its advantages over the old-style "cranking" freezers. And every Auto Vacuum Freezer sold builds good will for the dealer because it makes good. It not only gives satisfaction—it delights its users.

The Auto Vacuum Ice Cream Freezer is a clean, light, sanitary, modern kitchen utensil finished in white enamel. Smooth, rich, delicious, satisfying ice cream literally freezes itself in this remarkable Freezer—without cranking or other toilsome work. No paddles, loose parts or mechanism. Nature does the work in accordance with a simple scientific principle. The only patented device of its kind on the market. Three convenient sizes—one quart, two quart and four quart. Liberal discounts enable dealers to make a worthwhile profit.

Order through your regular jobber, or write us for full particulars

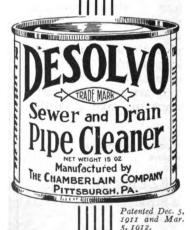
AUTO VACUUM FREEZER CO., Inc.

229 West 42nd Street NEW YORK CITY

DESOLVO cleans Drain Pipes

Desolvo, the PATENTED drain pipe cleaner, is a steady seller and a sure repeater. Once a person has seen how quickly obstructions can be removed he will always keep a can of Desolvo on hand ready for action the minute any trouble develops in his drain pipes.

Desolvo does the trick. All you have to do is to mix it with COLD water and pour it into the pipe. It finds the obstruction and the terrific heat generated by Desolvo clears out all the waste that clogs the passage. Any number of stoppages may be cleared out of the one pipe without causing the slightest injury to pipes or fittings.



If your jobber does not handle Desolvo, order direct giving his name

THE CHAMBERLAIN COMPANY

Pittsburgh, Pa.

Pacific Coast Representatives
SPRAKE SALES CO.
Los Angeles San Francisco Portland

Bassick formerly Schenck & Universal casters

—a new name in hardware profits



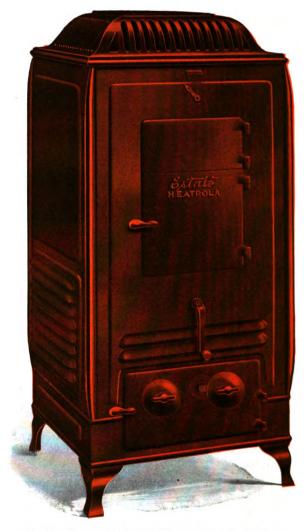
THIS Bassick Package is another lever, lifting Bassick Casters into the class of a profitable, quick-turning specialty. It combines attention and sales value. And this Package is only one element in the Bassick Merchandising Plan.

Bassick Casters are not only properly packaged and properly priced; a nation-wide advertising campaign is telling the country the true importance of the "Neglected Inch"—the inch between furniture and floor. Ask your jobber.

THE BASSICK COMPANY Bridgeport, Conn.

Operating The M. B. Schenck Co., Universal Caster and Foundry Works, Burns & Bassick Co.

Gather a Crowd Be



Furnished in grained mahogany to harmonize with finest home furnishings. Looks more like a handsome cabinet phonograph than a heater! Now being heavily advertised in The Saturday Evening Post!

foreYourWindow

By Putting This "Parlor Pipeless Furnace" on Display

If folks are passing you by, if you want to gather a crowd and attract attention to your store, put an Estate Heatrola in your window. It never fails to make them stop.

It's the newest thing and the biggest thing in the heating business today. A practical and efficient pipeless furnace that looks like a phonograph and heats 3 to 6 connecting rooms. People buy it who had no idea of buying any heating device this season.

It gives the retailer a BRAND-NEW IDEA to spring on his trade. And that's what makes sales grow where none grew before. Every merchant knows this to be true.

Being Heavily Advertised

Heatrola ads are now appearing in The Saturday Evening Post — FULL-PAGE, double-fisted ads that are attracting nation-wide attention.

Write or Wire—Today

Be among the first to offer this new-day heater to the public. A sensational novelty! A thoroughly efficient heater! Our guarantee and over three-quarters' century reputation are behind it. Get the facts. Write or wire today.

The ESTATE STOVE CO., Hamilton, Ohio





HERCULES PRODUCTS CO.
COUNCIL BLUFFS IA. USA

Carton where they

can see it readily.





EDWIN B-STIMPSON COMPANY 801 KENT AVENUE BROOKLYN, N.Y. U.S.A.

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A Quality Product



For nearly fifty years we have concentrated on the manufacture and development of TUBULAR and CLINCH RIVETS



- Examine Your Packages -

Tubular Rivet & Stud Co.

Boston, Mass.





Popular Priced Profit Producers



DI-MEL-INE is unique—just one size of can in each item to sell at a popular price. A complete, compact, distinctive line combining good value to the user and liberal profits on a quick turnover for you.

Here's a Special on a few "high lights" in DI-MEL-INE that will fit right into your Fall Housewares Sale and move steadily all Winter. STOVEPIPE ENAMEL is a great "hot cakes" seller all the year—good for all iron things from a gas range to an auto—indoors or outdoors.

20 Cents



20 Cents

UNIT	A sure-hit quick seller for any store—large or small—city, town or village; just two items and the FREE goods.		\$18.00
A	6 Dozen STOVEPIPE ENAMEL (1/2 Pints). 6 Dozen ENAMEL PAINT, White (1/4 Pints).	Regular Profit	10.80
Λ	I Gross at \$18.00 FREE 1 Dozen VARNISH STAIN, Dark Oak.	Extra Profit	2.40
UNIT B	6 Dozen STOVEPIPE ENAMEL (1/2 Pints). 3 Dozen ENAMEL PAINT, White (1/2 Pints). 3 Dozen VARNISH STAIN, Dark Oak (1/2 Pints). Gross at \$18.00.		\$18.00 10.80 2.40
UNIT	FREE I Dozen FURNITURE VARNISH (1/4 Pints). A 50% larger quantity than Unit "B" and 100% more FREE goods. You can save some freight on this lot and double your EXTRA PROFIT. 6 Dozen STOVEPIPE ENAMEL (1/4 Pints). 6 Dozen ENAMEL PAINT, White (1/4 Pints). 4 Dozen VARNISH STAIN, Dark Oak (1/4 Pints). 2 Dozen VARNISH STAIN, Light Oak (1/4 Pints). 11/4 Gross at \$18.00 per gross. FREE 2 Dozen FURNITURE VARNISH (1/4 Pints).	Investment Regular Profit Extra Profit	\$27.00 16.20 4.80
UNIT D	The Dealer's Fall Assortment of 30 Dozen taking in all of the 20 DI-MEL-INE items and making "A Complete Little Paint Department." A standard stock for any store; nine years on market without a change. 21/4 Gross at \$18.00 per gross. FREE 4 Dozen ENAMEL PAINT, White (1/4 Pints).	Investment Regular Profit Extra Profit	\$45.00 27.00 9.60

FULL-SIZE, FULL-MEASURE, U. S. STANDARD CANS

Prices F.O.B. NEW YORK with 2% FREIGHT AL-LOWANCE deducted from invoice—2% Cash 10 Days, 60 Days Net to rated merchants.



DI-MEL-INE is an established success with Hardware dealers without regard to general paint and varnish lines they handle. It has a nine year record of sales, profits and repeats all over the U. S. The staple items in Units A-B-C are as handy to have around the home as a can of glue or a bottle of ink. Send us your order direct for one of these Units or show this ad to your Jobber's salesman and tell him to ship it to you.

SOLD BY HARDWARE JOBBERS

Send for Color Card and Folder

Montauk Paint Mro. Co.

172-174 Second Avenue BROOKLYN - NEW YORK



The New Improved

GILLETTE SAFETY RAZOR Uses the same fine Gillette Blades as you have known for years—but now yourblades can give you all the luxury of the finest shaving edge in the world. Identify the New Improved Gillette by its

Fulcrum Shoulder Overhanging Cap Channeled Guard Micrometric

Adjustment Knurled Handle ismond Trade

merk on Guerd Finer Shave -Longer Service More Shaves

from Your Blade
In SILVER and GOLD Shaving Sets and Traveler Outfits

\$5 ~ \$75

NOTE: — The Gillette Company assumes full responsibility for the service of Gillette Blades when used in any genuine Gillette Rasor—eitheroid-type or New Improved Gillette. But with imitations of the genuine Gillette, it cannot take responsibility for service of Blades.

~o Gillette Users~ Here is the birthplace of the first shaving instrument of precision

The New Improved Te MAZOR

Patented January 13,1920

THEN you pick up your Gillette in the morning think for a moment of the practical ideals and world-wide resources that make it possible.

Seventeen years ago the Gillette was hardly more than a name.

Today, here is the great home factory in Boston. Go to Montreal and you find another-and still another in London.

It is not by chance that Gillette is the only worldwide institution in the razor business.

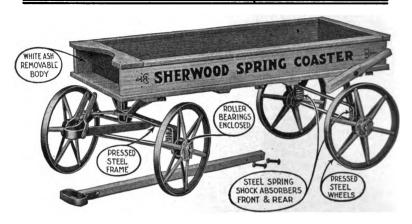
Built up solidly stone by stone on the foundation of service to the men of 62 civilized nations and races.

Crowding on steam today and every day to keep pace with your demand for New Improved Gillettes and Gillette Blades.

GILLETTE SAFETY RAZOR CO., Boston, U.S.A.

Bontres London Geneva Paris

Singapore Tokyo Calcutta Madrid Buenos Ayres Brusse Constantinople Copenh



WHY

SHERWOOD

SPRING COASTERS

Sell on Sight

Roller bearings—there's speed.

Steel shock-absorbing springs—there's comfortable, easy riding.

Riveted steel wheels and frame—there's strength and long wearing qualities.

Rubber tires, if desired—there's noiseless easy gliding.

How many youngsters are there in your locality who won't immediately realize what fun they can have with a SHERWOOD COASTER? Parents too, are quick to realize that all-steel wheels and frame mean safety; that steel springs mean freedom from jolts and jar; that strong construction means long wear under rough usage and serviceability for lots of hauling jobs around the house.

Nationally Known. Sells on its merits Your jobber can supply you or write direct

SHERWOOD BROS. MFG. Co. INC. Canastota, N. Y.

Sells Kitchen Articles to Motorists

IRELESS cookers are supposed to be only for the kitchen. But one hardware dealer sells them to automobile owners for outdoor use.

Across the street from this man is a dry-goods store which is run by both the husband and wife, the husband having other interests that keep him outside a good deal.

On Sundays and holidays and on summer evenings these two "live in their machine," as the hardware man puts it. The wife does a great deal of her cooking in a fireless cooker. She lets it work while her little daughter is at school and she is in the store. That gave her the idea of putting a Sunday dinner into the fireless cooker, strapping it to the running-board and leaving home for an outing.

When the hardware man learned of this he saw a chance to make other sales. He got up a letter mentioning the pleasure and satisfaction the dry-goods people were getting out of their cooker and sent it to automobile owners.

Before that a half-dozen cookers would last for six months. Within a month he had ordered eleven of the single size, the best for use on the running-board; and eight of them had been sold. As they sell for nearly twenty dollars each, the business was worth while. And the sales of the larger size run along better than before.

Up to Date

"This morning," said the teacher of an early Sunday-school class, "the subject of the lesson is Ruth, the gleaner. Who can tell me anything about Ruth?"

A small boy raised his hand.

"Well, Willie, what do you know about Ruth?" said the teacher encouragingly.

And Willie piped out in a shrill little voice: "He cleaned up fifty-four home runs last season."



this solder and heat"

That's what you tell your customer. Fluxing—the hard part of soldering, the part that requires most expertness, the part that takes most of your time and requires most explanation when you sell solder to the layman—that part is eliminated by



The acid flux, scientifically prepared at the factory, is in the hollow core of this wire solder. Just before the solder is melted the flux is released and a perfect bond is the certain result.

Send for a free sample—try it yourself. It stocks two items in one; flux and solder. So it's as easy to handle and sell, as to use.

Sold in one-pound cartons, and on one, five and ten pound spools

CHICAGO SOLDER COMPANY

4213 Wrightwood Avenue Chicago Diest Factory Representations: The Fauctie-Huston Co., Chattanooga, Tena. Louis J. Ziesel Co., 216 Market St., San Francisco

CHICAGO SOLDER CO. 4313 Wrightwood Ave. Chi	G. H. 9-21 caso Illinole
Gentlemen: Please sent sample of Kester Acid-Core	me a free
Name —	
Address	
City———— 8 Our Supply House is——	tate——



What Merchants think of Herrick

Here is a letter from another one of the many leading Herrick dealers over the United States.

> "In answer to your letter of the seventeenth. I will state that we have been handling the Herrick Refrigerator for the past eight years and a long line of pleased customers is the result. We talk Herrick Refrigerators to our customers with the assurance that we are always ready to back our statements. They have proven very satisfactory to our trade. as our increased sales will show."

If you will write us, we can tell you whether or not it is possible for you to secure Herrick service in your city.

Ask for catalog H-30

Herrick Refrigerator **2** Cold Storage Co. Waterloo, Iowa

Who's Going to Be the Lucky Devil

Maybe you think it's pretty "soft" to be a judge in one of these picture title contests? We'll say it isn't! But we're losing our beauty sleep with good grace this time, because it's one of the best contests we've ever had! The tables groan with answers, all the way from Kokomo to Pensacola, but the jurists are gladly staying early and late sorting them out, so you'll know the results in the October number. You're going to get some good laughs, too—we did.

Incidentally, our bonnet isn't going to fit our lofty brow very long, with all these proofs of the efficacy and popularity of GOOD HARDWARE constantly pouring in. We don't often toot our own horn, but we're reasonably proud that it hath a melodious sound in our ears just now—for you've convinced us that you read the little magazine and think a lot of it. No wonder we feel a bit chesty!

Nineteen prizes in all

The prizes are worthy of your inspirations, too. \$50.00 to the lucky one who most aptly describes the unhappy man's encounter with that hard-boiled bird, and 18 other cash prizes for those contestants whose answers are nearly as clever.

We've just about got our hands full with the vastness of the work ahead of us, but you can count on our being as anxious to announce the prize winners as you are to learn them, so watch for the October issue, containing the list of names and titles!

We wish you could all win; but alas! the number is limited to nineteen. But we wish the best of luck to all of you, and may the judges' decisions please all of us!

A Profitable Christmas Seller



There Is a Demand for the Steady-Grip Tree Holder. You know what a nuisance it has been to get the tree to standup properly on Christmas eve. Every "Santa Claus" will be a willing buyerfor this trouble-saver.

Fits Any Tree instantly, without adjustment. It utilizes the principle of leverage. The larger the tree, the tighter it grips. The weight of the tree causes the jaws of the holder to bite into the bark with a strong, steady grip.

Easy to Set Up—all that is necessary is to drive a nail into the bottom of the tree—insert the head of the nail through the hole in the rest plate and place the tree upright.

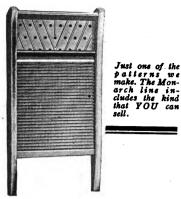
Easy to Sell—Just display it, holding a tree, on the special display carton.

Prepare for Your Christmas Profits Now — ask your jobber's salesman or write us for our illustrated folder showing this Profitable Christmas Seller.



WISCONSIN Metal Products Company

Dept. G. H. 9 Racine, Wis.



A Line of Washboards with a Guarantee

A washboard is an important household tool. It should be made to work well and to stand up in hard use. Here is the guarantee of service we put on Monarch washboards.



Everything that goes into Monarch washboards is the best that can be had. We make boards with rubbing surfaces of brass, sinc, glass sheet with special composition coating. A line that meets the demand in every part of the country.

Sell the line with the guarantee. Specify Monarch in ordering from your jobber. If your jobber is unable to supply you, write us and we will give you the name of the nearest Jobber handling Monarch wash-boards.

THE MONARCH MFG. CO.

Tiffin, Ohio



Motor Truck Will Help the Hardware Merchant

(Continued from page 15)

be 25 to 50% less than what it will carry with ease. This allows for body weight and the tendency of most truck owners to overload.

The allowance for size for any business should be generous. It is far better to get a truck a little larger than actually needed than one that creaks and buckles under a heavy load. Cutting down on size to save money is false economy. It results in broken springs, stripped gears, split frames and general wear and tear on every other part, and only serves to make the truck cost more in the end.

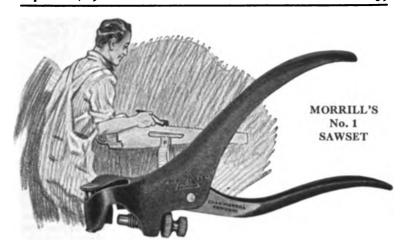
I have just read a letter from a Baltimore concern operating a fleet of seven small-size trucks which emphasizes this point.

"We have found the surest way to reduce the cost of hauling is to keep our equipment in constant operation. Overspeeding and overloading are false economy."

The "how" question concerns itself with keeping an accurate check on the truck. This is relatively more important than any other question, yet so much more likely to be disregarded that it is best perhaps to start off with the admonition, "Don't buy a truck unless you intend keeping a record of costs."

This is the best way to determine the wisdom of your purchase as well as to keep a check on the economy of operation.

A manufacturer of cooking utensils in Pennsylvania replaces a truck whose repair bills, as shown by the cost sheet, exceed 20 per cent. of the original cost of the truck. Another concern in New York replaces its trucks every third year, first getting an appraisal on the old trucks and trading them in at a certain allowance for new ones. This company figures its depreciation on a basis of 33 per cent. yearly. Most



The Original Sawset Brought Up-to-Date

CORRILL'S No. 1 sawset is a new VI development of the original sawset invented by Chas. Morrill in 1878.

The old style revolutionised the method of setting saws. Morrill's new style applies the same principle but is an improvement in every way over the old number.

plunger and spring are com The gauge serew has a lock a the same set to all the teeth,

The Special is adjusted automatically and used with perfect results by both expert and

Nos. 1 and Special for hand and other saws not over 16 gauge. No. 8 for cross-cut and circular saws, 16

cut saws with double testh. 16 to 20 gauge.

A for timber and board saws, 0 to 16

Big business is built on satisfaction. Morrill tools will sell and will bring customers back. They build permanent business at a sub-stantial profit.

OTHER MORRILL **PRODUCTS**

vall Dore the job ruller with half the urual amount of work, Built to last and to do its work quickly and

in every

Also liquid soap die pensers, lead seal presses and paper and metal punches.

CHAS. MORRILL **NEW YORK**



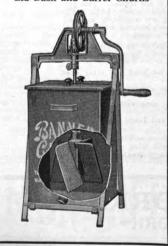
The Churns

for you and for your customers. The Banner (below), an all metal churn that is striding rapidly into popularity. Above is a Standard Glass Churn—the kind that has been giving satisfaction for years.

Sell the line with 40 years experience back of it.

The Standard Churn Company

Wapakoneta, Ohio Makers also of Glass, Sunken Lid Dash and Barrel Churns



concerns figure on an annual depreciation of 20 per cent. which is based on the accepted principle that a truck should give good service for five years.

Many people are reluctant to keep any sort of cost system whatever. When repair bills mount up. they simply complain to the dealer who sold the truck. The expense of maintenance and operation is usually in the same columns as the rent, electric lighting and other charges. One reason why they should be separated is that the truck can be put on a profitable basis so as to pay for itself and leave something over. Whereas rent and lighting are fixed charges and unproductive in themselves.

Economy of operation, careful driving, etc., will eliminate the necessity of too close attention to details, but the cost system will invariably unearth startling facts about your business. For instance, a merchant operating a truck and giving only scant attention to the various costs, does not know without a lot of research work how much it costs him to deliver that parcel over on Linden Street.

"Well," he says, "I have some idea." And that's about all he has. But there is a possibility that the parcel costs 12 cents to deliver while his gross profit on the sale was 31 cents, from which must be deducted the usual overhead charges. He may be losing money and not know it until too late.

Some of the things which must be included in a cost analysis are: original cost of the truck, plus the price of the body; interest charges each month on the notes; financing charges; license fees; percentage of overhead; garage rent; insurance; oil and fuel; driver's wages; fixed depreciation; repairs; tire replacements; overhauling; accident costs not covered by insurance.

The total divided by the number of miles covered or packages de-



Talk Ice Cream As Long as the Weather is Good

You can sell ice cream freezers to out-door folks as well as to those who stay at home, because with an

ACME FREEZER

they can make pure, rich cream comfortably, cheaply and quickly. A freezer that is economical, that can make wholesome, velvety cream in five minutes, that is sanitary and easy to operate will sell easily. Have you thought about the possibilities of

A Freezer that you can sell for \$1.50

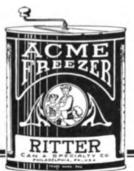
Your customers who have had to give up ice cream at soda fountains because of the high prices will welcome a freezer that saves money, saves ice, saves time.

Made by

RITTER CAN & SPECIALTY CO. Philadelphia

Factory Selling Agents: Beh & Co., 1140 Broadway, N. Y.

2 Quart Size Retails at \$1.50



4 Quart Size Retails at \$2.50



Keep Stovoil in Front

Your customers will welcome a product which cleans as well as polishes, removes rust, and does not leave a messy black smudge.

Stovoil takes away the labor and drudgery of stove-cleaning. Retails at 50c a bottle.



SUPERIOR LABORATORIES
Grand Rapids Mich



livered will show fairly accurately the per-mile or per-parcel cost whichever is the basis of the estimate.

The experience of one hardware merchant makes this point clear. His average daily cost, including all the items just mentioned, was \$16.32. His daily deliveries averaged 195, which made the per-parcel cost just .084 cents.

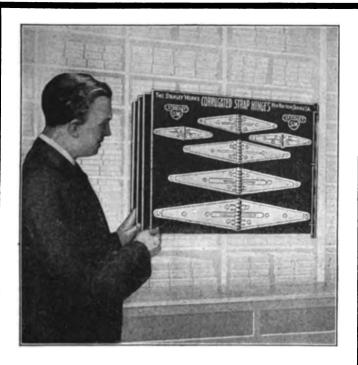
Measuring this cost against profits on each sale will probably show whether it is eating up the profits of the business or not. If found too high, the cost analysis will indicate ways in which it may be reduced. That is exactly what happened in the case just mentioned. The delivery costs of this merchant were reduced from 13 cents, and he did it by cutting down on repair bills, employing a more careful driver at a little more money and insisting on a daily cleaning and inspection.

The reduction was also helped by a re-routing of the delivery system so as to concentrate in certain sections of the town each day, resulting in a big saving of gasoline and oil.

Uses Linoleum Scraps to Make Sales

INOLEUM and oil-cloth are two profitable sidelines for one hardware man who never fails to work them when placing a range in a home. His men are instructed to bring back all of the scraps which are too small for the woman of the house to use. These are cut into smaller pieces as nearly uniform as possible. Then a label is put on the back of each with a daub of glue and on it the price is marked. On Saturdays, when there is a line-up of automobiles along the street, a man from the store walks along and throws a swatch of the linoleum into the rear seat of each car, for that is where it stands for the chance of reaching the women.

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Important Announcement to Stanley Dealers

EVERY dealer who carries Stanley Hinges is entitled to a Hinge Display Board, sent postpaid on request.

This board consists of four 18" x 25" lithographed cards which illustrate (in the exact color and size) the entire line of

STANLEY STRAP AND T HINGES

The "Stanley way" to pack, display merchandise and sell hinges is a modern improvement endorsed by leading dealers throughout the country. Write for your free Hinge Display Board today.

THE STANLEY WORKS

Main Offices and Plant:

NEW BRITAIN, CONN.

Branch Offices: New York Chicago San Francisco Los Angeles Scattle Atlanta



The Far Seeing Hardwareman

Quickly grasped the advantage of selling#Upressit "No-Clog" salt and pepper shakers. He knew that their novelty would attract and that their utility would sell them with little or no effort by his clerks.

Customers saw that a simple pressure on the Upressit Cap cleared the clogged holes of salt, no matter how damp the weather might be. And they bought them like hot cakes, for the snap-top principle of the Upressit Cap is the only thorough and efficient method of correcting this centuries old problem of keeping a salt shaker clear.

Caps made of Rustless, Non-tarnishing Monel Metal, Silver Plated Body of Crystal White Glass. Packed one dozen sets in sales helper display carton. Write for Prices

UPRESSIT PRODUCTS CORPORATION

103-109 West 13th Street New York City

Have you investigated the Upressit Jelley Tumbler with the "Cap that Recaps Airtight"? It is a big seller and a sure fire satisfier for the woman who makes her own jellies and jams.



Athletic Teams Bring Business to Rayl's

(Continued from page 19)

hockey players as it is assumed that any player will have his own skates.

Games are played on the open rinks in public parks and always attract much attention. "It is not at all unusual." declares Mr. Sutherland, "for five hundred to a thousand people to gather to watch one of our games. That is why it pays the firm to furnish the equipment for the team. Standing in the crowd around a rink any evening when we are playing, you may hear the name 'Rayl's' repeated hundreds of times. Whatever is said about the game, it is almost necessary to mention the name of our firm.

"Our name is well known to almost every one in the city, of course, and we intend to keep it well known. Sometimes, though, I hear a person inquire at the rink, 'Who in the world is Rayl?' Then, of course, someone explains that Rayl's is a hardware and sporting goods store here in the city. We believe that is good advertising.

"Any hardware merchant can do just what we've done, with the exception of building up a team that can beat our champions," declares Jerry Jeakle, manager of the championship basketball team, "and he can do it at little cost. There are plenty of young fellows in every town who would be glad to play on a team for a reputable house just for the love of playing.

"Our champions are all grown men who have had years of experience, many of them men who are making good in various walks of life. They are not, as many suppose, employes of the firm. Even I am not now connected with the firm, though I was with them for several years. Many of our men



Sell This Guaranteed File

-Carpenters Will Come Back for More

What Users Sav

Expert's Choice Files are real onw files, the best I have ever used, and I have been filing saws for more than thirty (30) years Charles W Lamb, 187 Madison St., Staunton, III.

I am head filer of Circular, and Hand Saws for Thompson & Starrett Company, also for Stone & Webster Construction Company, I use only the DELTA file, and have filed fifty (80) hand saws with one file and will bet I can do it again.

B. F. Benter, 7117 Codar Ave., Cleveland, Ohio

The Expert's Choice files 18 saws and is cheaper at a cost of 80c than the ordinary files at any price.

Frank Luther, Chicago

NHE man who uses a file likes the Expert's Choice because it does twice the work of an ordinary file-in half the time. The Expert's Choice nearly doubles the value of his time.

It's in the Quality—in the cut of the tooth and in the length of the stroke. It gives a stroke more than twice as long as the ordinary six-inch saw file. This makes it cut faster and last longer. See the illustration at the top of the page.

You can guarantee to give a man his money back if the Expert's Choice does not prove to be the most economical file he has

ever used.



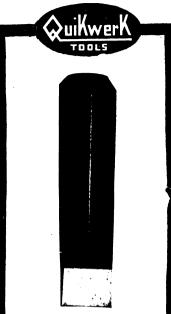
Write for more information to your jobber or to

Delta File Works

Philadelphia, Pa.

This sign will be supplied to hang in your store

Digitized by Google



SQUARE HEAD WEDGE

Wood Choppers' Tools

Used mostly in out-of-theway places, wood choppers' mauls and wedges *must* be dependable because they are not easily replaced.

Quikwerk mauls and wedges are made of highgrade steel, carefully heattreated That explains their splendid record for endurance and the preference of so many woodsmen for them.

We manufacture wedges to suit any local need.

Order them through your jobber

The Warren Tool **2 Forge Co.** 264 Griswold St. Warren, O. have played on big university teams, and one of them used to play major league baseball.

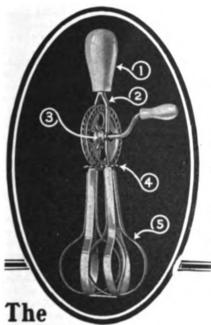
"A dealer in a smaller city would not, of course, be able to get hold of such material, but he could get young fellows who would put up a good game and who would bring him a lot of good advertising. All he would have to do would be to get a manager and tell him to organize a team and the firm would equip it. It is best to choose a manager from among the employees of the store, though this is not absolutely necessary.

"The manager will then proceed to select his players from such material as he can find in the town or city. It may be that he can take over an entire team already organized. Then he should employ a coach—without pay, of course. No one receives any pay whatever for playing on the teams. A coach may usually be found among the college graduates of the city.

"Games are usually played in a hall in the evenings. We have to pay pretty high for a hall here in the city, but in a small town there would be little, if any, charge. We charge from 55c to 90c admission to our games and the team is practically self-supporting. This money goes to pay for the hall, to pay the expenses of visiting teams. and the like. Where the teams have little expense. they will probably not care to charge admission to the games.

"In case no hall is to be had, baskets can be rigged up by any carpenter for just a few dollars.

"I would advise every hardware dealer who handles sporting goods to sponsor one or more teams. It costs little and brings one more advertising than the usual dealer would care to pay for in newspaper space."



Special Features of the WHIPWELL Eggbeater

- White handle sanitary—easy to hold.
- One piece wire frame gives strength and lightness.
- 3. Bearing that insures a smooth operation.
- Cogs cannot get jammed. Blades cannot become loosened from cogs.
- Eight blades—cuts work of beating eggs or cream in two.

Points that sell the WHIPWELL Eggbeater

At last there is an eggbeater that won't get out of order—that won't spatter all over the place—and that will last for years.

When a woman says "I want an eggbeater", show her the WHIPWELL. Its attractive appearance gets her attention —in a minute you can point out its superior featuresand you make a quick sale. Also a larger sale than on an ordinary eggbeater.

Then the first thing you know women will be asking for the WHIPWELL. It is such a good eggbeater that any woman who owns one will never cease talking about it. That's good advertising for you.

\$4.00 a dozen. A good 50 cent seller. Order through your jobber or direct, mentioning jobber's name.

C. H. Q E. S. GOLDBERG 585 Hudson Street, New York

Agents for the Coast: RICE-HITT CO., 709 Mission St., San Francisco, Cal.



Plaphone-600

It's on the "JOY LINE"
Mr. Hardware Dealer!

Connect with this Live Wire if you wish to please the Kiddies and handle a Winner.

See this new original Bell Toy and others at our agents or write Dept. G for catalog 202.

SEND FOR SAMPLE

The Gong Bell Mfg. Co.

East Hampton, Conn.

Bell and Toy Makers for over 50 years

Sid Takes a Hint

(Continued from page 22)

"Cutwells?" says Sid. "No, we don't carry them. Here's a good saw that'll give you excellent service and it costs only about a third as much as a Cutwell or any of those other highly advertised tools."

The gent don't wanta buy it, but it seems he's gotta have a saw pronto if not sooner, and Sid bein' a good talker he's soon abstracted a coupla plunks from his victim and give him the counterfeit goods.

Well, the honest toiler goes on his way lookin' real grumpy and Sid trips blithesomely up to me lookin' just otherwise and says, says he: "Some busy little establishment, eh? We're selling goods, I'll tell you. Give the folks bargains is what I always contended, even when I was working for old man Brooks. But he couldn't see it that way. He was out of date, though, any way. Didn't understand the first principles of modern merchandising. Here I give 'em what---

"Pardon me, Sid," I interrupt real polite, "but I presume you've got everything fixed all right so's there ain't no danger'uv the place bein' raided?"

"Place being raided?" Sid parrots in a mystified tone.

Danger Ahead

"Sure. Pinched, run in, thrown into the town hoose gow—you get me? I wanta make the 4:20 this afternoon's why I asked. If there's any danger——"

"Say! What do you think this place is—a gambling joint or a blind pig or something? What do you mean by being afraid of getting raided in a place like this?"

"Well, you know there's a law against obtainin' money under false pretenses and practicin' deception in business and——"

"And d'you mean to insinuate



GET THIS BOOK!

It Shows
How
Advertised
Quality
WINS
BIG
PROFITS

Stormtight makes roofs leakproof in the most economical way.

Local newspaper advertising has forced this fact home, in a way to make Stormtight a big seller wherever it has been stocked.

So we are extending this local advertising and adding the power of several of the most powerful and largest national magazines.

Write for our Dealer Book and learn every detail of our advertising and selling proposition.

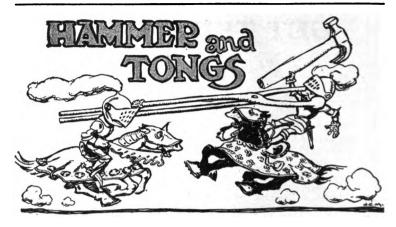
Note in the Book the advertisements which are building up a splendid trade.

Note the free mail matter and full back-up which we offer to you.

Write now for the Dealer Book. No obligation.

L. Sonneborn Sons. Inc. 264 Pearl Street New York City

(SONNEBORN



Monkey Business

An auto tourist was travelling thru the great Northwest, when he met with a slight accident to his machine. In some way he had mislaid his monkey-wrench so he stopped at a nearby farmhouse where the following conversation took place between himself and the Swede farmer:

"Have you a monkey-wrench here?"

"Naw; my brother he got a cattle rench over there; my cousin he got a sheep rench further down this road, but too dam cold here for monkey rench."—Science and Invention.

Some customers think they are livewires because they get so many things charged. It pays, sometimes, to give them a mild shock.

Another Ford Wheeze

Adv. in hardware store window: "Protect your Ford for \$15 with a Hoopla Auto Lock."

Come to think of it a GOOD Ford ought to be worth \$15.

Perhaps the customer who asks for something to remove rust sometimes has in mind the salesman.

No Place For It

Lunatic (entering asylum with attendant)—Is that clock right?

Attendant—Yes, quite right.

Lunatic—Then what on earth is it doing here?—London Tit-Bits.

It takes steam to make a kettle sing. Try heating your enthusiasm and perhaps you can make your kettles in stock sing "Home Sweet Home" to your customers.

With Interest

"What do you make of all these war taxes?"

"I'm beginning to think when I went off to war I must have told them to charge it to me."—American Legion Weekly.

Remember that hammers can be used to pull as well as to knock.

Too Tight

Johnny—These pants that you bought for me are too tight.

Mother—Oh, no, they aren't!
Johnny—They are too, mother.
They're tighter'n my own skin.

Mother—Now, Johnny, you know that isn't so.

Johnny—It is too. I can sit down in my skin, but I can't sit down in my pants.—Boys Lifs.

that this isn't a honest and aboveboard business I'm running here? I'll have you understand the very fundamental principles of this store is the square deal for everybody."

"Oh, sure! You're only the dealer and ain't supposed to know anything about the goods you sell, but if that there piece of tinware you just sold under the pseudonym of a saw warps or breaks before sundown—which it'll do if the poor boob what bought it tries to cut a piece of hardwood with it or bends it in anyway—he'll probably be somewhat peeved and get a mistaken notion that you——"

"That saw's not going to warp nor break before several sundowns," Sid breaks in rather rudely. "Furthermore he knew it was cheap when he bought it and if it doesn't last quite as long as the kind he inquired for he'll remember that it cost only about one-third as much and he'll come right back here and buy another one just like it. And as for knowing my goods, I guess I know about as much about hardware as some who do a lot more boasting than I do.

What Folks Want

"What folks want in these days of high prices is something that doesn't take the whole month's pay check to pay for. I'm not selling the highly advertised goods, 'tis true, but I'm giving the people of this town good honest stuff for an honest price and they're buying it."

"I see. And I presume that you consider it a honest deal to impose imitation cutlery like that there saw on the public at the rate of two bucks per imposition? And they'll be so filled with joy and gratitude because of your altruism and magnanimity they'll rush home and spread the glad tidn's all around and the next thing I hear from you you'll be forcin' Woolworth outa business."

Sid is just about to make some re-



ROBERT MURPHY'S SONS CO. Dept. 9 Ayer, Mass.

Send today for this new book
—yours for the asking—illus-

trating our Complete Line and

the Special Display Cartons

live dealers find so effective.

TRIMO

THE WORD THAT STANDS FOR

Superior
Pipe Wrenches

Monkey Wrenches

FOR

SHOP, HOME and FARM

Trimo Wrenches for sale everywhere; with Steel Frames that will not break; Nut Guards that prevent accidental turning of the nut in close quarters.

Order from your jobber or write

TRIMONT MFG. CO.

Roxbury, Mass.



THE SLIPON Handle Protector

tempts out the dimes because it stops the grief and annoyance of scorched and burnt off coffee pot and percolator handles.

Endorsed by Good Housekeeping and Tribune Institutes



Milwaukee, Wis.

joinder when a lady steps in with a package under her arm and heads right for Sid. And she ain't slow about revealin' the secret contents of the package. It's a iron that she's bought from Sid about two weeks before and what's already burned out. She's on a high horse about it and wants her money back or a iron what won't burn out next Monday mornin' bright and early, but Sid can't see the advantage of refundin' money on goods what ain't in no wise guaranteed by the manufacturers. If he does he'll just be out that much coin hisself.

An Early Suicide

But I see he's in for a early business suicide if he don't get help forthwith, so I step up in my best manner and take charge'uv the situation.

"Beg pardon, Miss," says I real genteel-like, "But just what did you wish to purchase?"

"I didn't want to purchase anything!" she snaps out. "And I'll never want to buy anything here again if you don't make good this electric iron that I bought here less than two weeks ago and is already burned out."

"W'y certainly!" I says real enthusiastic. "We'll gladly refund your money or give you another iron in exchange. When there's any complaint to offer about our goods——"

"Excuse me, Mr. Egottson," Sid puts in, but I gently push him into a corner and get between him and the haughty dame.

She wants her money back 'cause she's made up her mind to get a iron like her neighbor's got the next time she goes into the city, so I says real off-hand: "You say you paid \$2.78 for this? Well," I continue as I stroll over to the strong box and ring up nothin' doin', "you'll probably be glad to know that prices have gone up this time. This iron's now worth \$2.83 and





All Motorists Now Want to Carry A Second Spare Tire

It means profits for you

Thousands of motorists in the past year have turned to the idea of carrying two spare tirrs and our national advertising has sold car owners in all jerts of the country the idea of carrying their second spare tirre ou time Eap Spare limit

The Easiest Sold Second Spare Tire Carrier on the Market

Dealers from coast to coast wild over announce Erp Spare Rem Carriers in the past year and they declare that it is the easest sold tire carrier they can advant. It is so timple in decign and so easily initialed by the gar inner that its appeal is instantance as. It meris and a mesky when he are all the tools necessary to initial the Erp ic remove the tires. Both spares can be removed without disturting the Erp.

Ash Us for Sales Helps

We also make it easy for you to sell the Erp spare Rim Carrier with the attractive and interesting booklets, window displays, and counter cards, envelope stuffers and stickers that we furnish you on request. Order through your jobber or write us the name of nearest distributor.

SEDGWICK SALES COMPANY

1405 Sedgwick Avenue,

New York City

Sales Representatives

ALLIED INDUSTRIES, INC. ess Serond St. San Francisco, of for California, fregon, Italia, I' Washington, Nevodo, Arrivas, Utah

SELECTION OF SALES CO. and Fast Sinh Place, Chicago for D' cors, Indiana Minhigan, Wie





The Complete Carrier for \$3.50

\$4.00 West of Rockies

Will You Be the Man?

Someone in your town is going to feature the Gillette Electric Clipper—the latest labor-saver for clipping all domestic animals. The first man on the job always gets the cream of the business.

THE GILLETTE ELECTRIC CLIPPER

Can be used in any place that has electric



The demand today is for electrically operated tools.

Cash is on this by featuring the Gillette.

Write for descriptive catalog and price

> GILLETTE CLIPPING MACHINE CO.

129-131 W. 31st St. New York City

ROLL-E-Z CASTERS

Pivot Bearing

made for metal beds 1/8" to 3" tubing. also for wood furniture

Write us



G G G Metal Stamping Co. Warren, Pa.

under the circumstances we're glad to give you the advantage of the rise in price. Here's your \$2.83."

Well say, maybe Sid wasn't hot! He begins to blow off somethin' fierce and's gonna make me fork over the \$2.83, but he don't have time to blow very long. He's just gettin' started on a splendid effort to exhaust the dictionary of uncomplimentary names to call me when a carpenter rushes in real mad and shoves a plane under Sid's nose and demands his money back.

It seems that the carpenter's had the tool just a few days and the first time he uses it to amount to anything the edge turns and it won't cut wood like a decent plane oughta do.

Well, Sid sees he's gonna have to give this bird his money back or have a fight, so he forks over \$1.40 and the fellow goes out somewhat mollified.

I see it's a bad situation, so as is becomin' a friend I set in to put Sid onto the right track toward business success and away from the business failure that he's hurryin' toward so fast.

"Now, you poor embryo of a salesman you," says I real polite, "I guess you're beginnin' to see what kinda goods the public wants. ain't vou?

The Uncultured Public

"You can just take it from a old timer, son," I goes on, "that this here bunch'uv humanity commonly known as the rude and sometimes uncultured public wants all it can get for its dough. It don't care so much what a thing costs just so it's worth the coin. But it'll sure rise up and put you on the toboggan if you sell it somethin' that's cheap but ain't even worth the bargain price.

"You've been sellin' a lot o' your scrap iron, no doubt, but that's because the folks didn't know what they was buyin'. You been in



The success of any institution is measured by the class of its patrons.





The leading jobbers and dealers must have the best. That is why most of them specify





No Troublesome Contracts
No Resale Restrictions

Factory Representatives and Distributors Everywhere



MAIN OFFICE AND FACTORY

Save Electric Corporation

220-254 36th Street Brooklyn, N. Y.



Try This Money-Making Service at no Expense

Do you want to know the principles upon which the most successful retail merchants in the country business? have built up

Their experience may be worth thousands of dollars to you. Yet all you have to do is to write us on your letterhead and we will send you Free the first of Sweetlands' "Fifteen Lessons in Retail Efficiency" and complete information about our plan of using the best ideas in the country in your business. Special payment terms.

With the Sweetland plan you cut out all guess work and you make more money.

Write us for complete information

Sweetland Service Bureau Suite 452 Pierce Bldg. St. Louis, Mo.

Indestro All Steel Capper

For Bottling Catsup, Grape Juice, Root Beer and other Home Beverages PATENTED



Write for special gross price E. M. BLUMENTHAL & COMPANY 122 South Michigan Ave. Chicago business just long enough now for them to start in on you, and from the general appearance of things as I've seen 'em in the last few minits, they've already started."

But Sid seems to be peeved over somethin' or other, and when he begins talkin' about disfigurin' my fair countenance I desert him to his fate and seek more congenial company.

Well sir, just about 4:20, I'm waitin' for the accomodation to accomodate me over to Bixby, the next station on my route, when Sid dashes up all outa breath.

Ordering a Little Stock

And would you believe it? I step on board the movin' train he yells out to me: "Hey! You catch that hardware drummer that you'll find over at Bixby and tell him to get back here to see me before midnight sure!"

I'm only human and I had to grin a little as I said real innocent-"What's the rush. Thinkin' of orderin' a little stock-'uv hardware?"

And as the train picked up speed I just managed to hear Sid holler somethin' about d---junk and a dollar sale.

Diagnosis

The telephone rang and the bookkeeper answered it.

'Yes, madam, this is Wilkins's market.

'This is Mrs. Blank. I want you to know that the liver you sent me is most unsatisfactory. It is not calf's liver at all: calf's liver is tender and----'

'Just a moment, madam, and I'll call the proprietor.'

'What is it?' Wilkins asked.

The bookkeeper surrendered the phone.

'Mrs. Blank,' he said. complaint.'—Boston Transcript.



"The Recognized Leader"

On its own merits GALVANOID has won the pre-eminent favor of

the trade.

Factories:

GALVANOID is heavily electro-zincked after weaving by our modern process. Then a coating of transparent varnish is baked on. It is firm, durable, and attractive—the best grade of galvanized cloth made.

Order through your jobber.

We also make

"AMERICAN BRAND"

PAINTED, GALVANIZED, BRONZE, COPPER, MONEL, and many special grades of wire cloth. Samples and descriptive literature sent upon application.

AMERICAN WIRE FABRICS CO.,

Chicago, Ill.

Chicago, Ill. Mt. Wolf, Pa.



VICTOR Steel Rake

Replacing malleable., Costs little more than cast rakes, worth double

Dealers supplied through jobbers

The Cronk & Carrier Mfg. Co.

Elmira, N. Y.

Builders *and*Furniture Hardware

GLASS KNOBS GLASS PUSH PLATES

TRU-LIGHT MFG. Co. Bradford, Penna.



YERDON CAST BRASS HOSE BANDS

Most Dependable and Efficient. The kind that gives JUST THE SERVICE you want Hose Bands for, on Water, Air or Steam hose, or Automobile Radiator Connections.

Order through your jobber

WILLIAM YERDON
No. 4 Center St. Fort Plain, N. Y.



FOR LIVE MERCHANTS



HOME BOTTLING

Model D Adjustable \$24.00 Doz.

Model A Wall Style \$15.00 Doz.

Headquarters for

CROWN CAPS BOTTLES

TESTERS and all
BOTTLING SUPPLIES
for the Home Bottler.
FRUIT PRESSER, FRUIT JUICES,
EXTRACTS, FLAVORS, etc.

Beardsley Specialty Co.

Main Offices
Rock Island, Ill. 217—18th St.

ANNOUNCEMENT

of

Prize Winners

in the

PICTURE TITLE CONTEST

will be made

in the

NEXT ISSUE

Making Turnover Offset Margin on Electrical Goods

(Continued from page 26)

got off. And I soon saw. I not only got off—I fell off. I was all 'cut and bloody'—but maybe you'd like to look at the figures—?" He passed them over.

He had bought on a 25 per cent margin, the usual dealer's discount given by washing machine manufacturers. According to his figures, his overhead was about 21 per cent. As he had them jotted down I couldn't get a listing of all items he had under the heading "overhead" and since different merchants are prone to figure "overhead" differently (it's an elastic sort of a thing, isn't it?) I'm not in a position to say whether or not his percentage was correct.

I happen to know that among electrical retailers this percentage would be considered extremely low, since the average electrical retailer's overhead runs about 25 to 28 per cent. In this connection it is worthy of note that the electrical fraternity is at present engaged in quite a war to determine whether, with this overhead, the retailer can continue to do business on the old marginal basis or whether he must have the 33 per cent, for which he is holding out.

My friend remarked, "I don't think many hardware merchants selling electrical merchandise have an overhead much lower than mine, although I must admit some of my competitors tell me that I haven't figured in all my overhead items when I say that it is 21 per cent. But granting that my own figures are right for my own business, on a margin of 25 per cent, with the washer costing me \$112.50, the price fixed by the maker, and a selling price for the galvanized machine of \$150, also set by the manufacturersee where I get off? Why, that

Little Giant Clothes Reel

Guaranteed FOREVER against defective material and workmanship.

Made of galvanized pipe and has 125 ft. of soft smooth sheet galvanized wire him.

Will last almost indefinitely and is unlike anything else made for same purpose.

Cheaper than wooden posts, with arms and wire. Early and quickly erected and location can be changed any time.

Useful for rug cleaning, airing clothing, etc. One erected in any neighborhood sells many more.

Bought by people who take pride in their home premises and by men who love their wives.



Little Giant Clothes Reels are ORNAMENTS, not EYESORES.

Prevent wet feet, colds and other illness from same cause. Save doctor bills and lighten work.

Order from your jobber or direct from

Little Giant Company 222 Rock Street Mankate, Minn., U. S. A. Established 1876





This simple attachment for telephone users gives privacy to the conversation, ease and comfort in talking and insures cleanliness.

SOLD ON A GUARANTEE

Hundreds of dealers have found, after a trial, that our handsome three color display card literally sells this specialty on sight and offers maximum profit with minimum effort.

Place a card on your counter at once. Information and prices on request.



MANUFACTURERS

565 W WASHINGTON BLVD. CHICAGO Now \$1.00 List Same Discounts as Heretofore



The Goods are Right The Package Attractive The Profit is Right

AJAX PLURAL SOCKET PLUG

leaves lamp in position intended. Admits use of ordinary W. P. Shade Holder. Every user needs at least three.

Packed in individual cartons.
Ten in display carton.
Now \$1.00 list, same discounts as heretofore.

Made only by
Ajax Electric Specialty Co.
St. Louis, Mo.
(Your jobber can supply you)

"The Light That Sells"

Lights quick with a common match—storm proof—throws a flood of light like a young lighthouse.



Nulite Match-lite Lantern

Write and ask for our sales help. We pay for first ad in your home town newspaper, and electrotypes for additional ads supplied free.

NATIONAL STAMPING & ELECTRIC WORKS CHICAGO U. S. A.

leaves me only 4 per cent per sale for profit! Can you beat it!"

As I recollect it, roughly, here is the way he had it figured out:

> \$112.50 — price paid, or 75% of s.p.

31.50 — margin,

or 21% of s.p.

6.00 — profit, or 4% of s.p.

Total \$150.00—s.p. fixed by maker, or 100%

He went on: "Now, if I can't legitimately make 10 per cent profit per sale on washers, I don't believe I want 'em, do I? It seems to me it would be better, if I can only make 4 per cent, to put my cash in the bank, and quit all worry and work of running a business. What you think about it?"

To all intents and purposes he was right. But I've talked with many electrical retailers and some hardware men, too, selling washers, who claimed they were reaping a satisfactory profit on household specialties, on the above marginal basis.

The whole thing seemed to me to hinge on the question of turnover, as well as margin. My friend had not figured the profit on the basis of his capital invested. This was a new angle to him.

He had bought six washing machines. At the rate of \$6.00 per washer there was a profit on the six of \$36. I pointed out to him that if he had five turnovers a year there would be a total profit of \$180, and if he invested \$675 (six machines at \$112.50 each) five times a year and made \$180 profit, his return on the actual capital invested would be over 26 per cent for the year.

His reply was that he always believed that when he increased his sales or turnover, he boosted his overhead to some extent at the same time. "It costs to beat the band to service these machines," he explained. "Why it takes two men



Show Your Customers Witt Corrugated Ash Cans and Garbage Pails

Through the national publicity given these containers, through the actual proofs furnished by thousands now in use, your patrons know that they will wear better and longer than any other.

Display Witt Corrugated Ash Cans. The yellow label and the shining finish will attract. The known quality will sell.

> Your Jobber can Supply You

The Witt Cornice Company

Cincinnati, Ohio



BOYER'S "O-SOOT-O" SOOT DESTROYER CHIMNEYAND FLUE CLEANER

Here is a Live One! Special Soot Destroyer Brick

This brick is unique—something entirely new. Every stove, furnace, or heater needs it. When thrown on a hot fire it converts soot into a white powdery ash that passes out of the chimney. This need is actual—not theoretical. You can readily see what this means in volume sales and profits.

A NEW TRIUMPH IN INDUSTRIAL CHEMISTRY NOTHING LIKE IT ON THE MARKET

Non-injurious—absolutely necessary. Covered by BOYER'S WELL-KNOWN GUARANTEE. To insure supply, place advance orders NOW.

THE BOYER CHEMICAL LABORATORY CO.

940 North Clark Street

CHICAGO, ILLINOIS



YOU CAN MAKE IT A LEADER

The Worlds' Best Electric Iron stimulates business. High quality—low price are the two factors that make it sell. Good profit to you in every sale.

Write us for sample of the Security line. Irons to sell as low as \$5.00. Also toasters, stoves and other appliances.

Security Electric Mfg. Co. 1465 West Ohio Street Chicago, Ill.

Nothing Better



Paiented July 20, 1011

For safety from fire of household papers and small valuables, there is nothing better than the

Home Safety Deposit Box

An all steel receptacle, thoroughly fire-proofed.

To convince you that this box is unequalled in construction, in purpose, and in price, there is nothing better than a sample in your own hands.

To get this sample there is nothing better than a request on your business stationery addressed to us. The box will be sent you prepaid with the dealer's list. Return it collect if you imagine it won't sell.

That's confidence in a good thing insured in your favor.

SAFETY DEPOSIT BOX CO. 395-7 W. Main St., Battle Creek, Mich.

to get 'em out to the customer's home and install 'em. You have to take back a certain percentage because the woman changed her mind, or because her husband refused to accept her choice, or because your salesman sold to somebody who couldn't afford it. And every time you take back a used machine you've got trouble on your hands with second hand stuff. And there's always something happening, something going wrong. Mondays I have to keep a man hopping all over the place to make adjustments, answer kicks and complaints. If I dared figure in all this costs I would be out a lot of money instead of figuring 4 per cent profit. No-I can't see it-I'm through." was quite emphatic about it.

It wasn't my purpose to try to sell him on electrical merchandise. But I did feel that he was not looking at it from the right angle. His overhead should have included most of his cost for service. service man ought to welcome the chance to go back at these homes and sell his customers something more—a cleaner, a toaster, an iron, or something. In fact, I pointed out that the electrical distributor who is on the job has men who do nothing but call on old customers. whether they're kicking or not, since he finds them his best bet for more electrical wares.

To make a long story short, after I'd gone further into his costs and, on my next visit, had unearthed the fact that the type of washing machine he had bought was not so well suited to his trade as another, and cheaper make (one requiring not nearly so much servicing), and after I had shown him the possibilities of selling cleaners and other electrical appliances to these same washer customers, at greatly reduced sales cost, he agreed with me that possibly he had been a bit hasty in jumping at his conclusions.

DISPLAY RACK FREE

When dealers on the Pacific coast send direct to factory, paying the big freight charges despite the existence of stool factories in the west, there must be a reason. That is what they are doing regularly with the CRAKERJAC SAFETY STEPLADDER STOOL the only stool made that is

SAFE TO SELL—SAFE TO USE

The sale of these stoo's has been continually growing, solely because customers after once comparing this stool with others on the market insisted thereafter on having them. Now, however, we're helping the dealer to call them to the attention of those who don't know them. With an order for three dozen in all of the two and three step sizes, in the three different finishes we put on same, we supply free of charge a handsome display rack taking but a small space on the floor, with a handsome lithograph illustrating 15 different uses about the home or office. This is the one thing needed to get maximum sales on this item and your sales will continually grow on them. We have recently reduced prices on these stools. Ask your jobber to send you the assortment. If he don't sell same, order direct from us. You can trust us to send you those that will sell. Licensed under Cassidy Patent Safety Lock patented Dec. 16, 1919.

EVAN L. REED MFG. CO., 125 Mill St., STERLING, ILL.

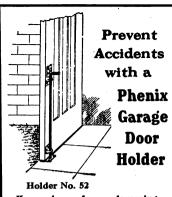
SELL MORE GLASS-CUTTERS with this Display card

The Krak-A-Jac glass cutter is a fine tool now it comes on a fine display card. There ought to be a glass cutter in every home. This display card will sell to people who would never think of asking for a glass cutter. Order a card direct giving name of your jobber.

J. E. MILLER @ CO.

Your Money
Send for one of these
cards. The cost of
the dozen Krak-A-Jac
glass cutters is \$1.50.
You sell them for
\$3,00. Fine, profitable business. 2 cards





Keeps doors from slamming. Easily turned up or down by hand or foot. Automatically locks itself. Equally effective on any solid floor construction, level or pitched. No broken headlights and bent up fenders. No "come back" to fear.

PHENIX MFG. CO.

018 Center St. Milwaukee, Wis.

\$43 Clear Profit on an In-

vestment of \$7



an old worthless car run like a new car. It will save the cost of new piston rings and rebored cylinders. Fitted with my invention, a Ford runs like a 12-cylinder car. Thousands in use. Every customer satisfied. I furnish you advertising matter that makes an expert of an amateur in tracing and locating engine troubles. You make a dollar for every 14c invested. Sample set sent on receipt of 25c to cover postage. Quantity lots, 500 for \$3.7. Owner-agents and dealers can get a set of 4 for 50 cents by sending this ad, which is good for \$1.50. \$50 worth sent post paid on receipt of \$7. No free samples. Terms are cash irrespective of your rating on account of the low price. CHARLES H. PECK. PIONEER AUTOMOBILE MAN 2154 N. Carlisle St. Philadelphia, Pa.

As I left him, after this second visit he said: "Tell you what I'll do; I'll keep on with this business . . . maybe I was a little premature. . . I'll follow your ideas about keeping my investment down, pushing hard after business outside the store, cutting down my servicing, selling two instead of one appliance wherever I can, speeding turnover in every way possible, while I cut overhead. And then, say in six months, I'll take another accounting. If things get better, I believe I'll keep on."

Just recently I had a note from him. He said that in spite of adverse business conditions his electrical sales were holding up; his new washer was doing well, and he was cashing in on old prospects and old customers. He was satisfied to "go on with the job"—which, after all, is the best answer I can give you to the problem.

I'm frank to confess that the opinion of this merchant is almost identical with that of many electrical retailers. It is not alone over the margins on larger specialties that they complain, but also over the discounts on small heating devices such as iron, toasters, grills and the like.

Now the basic factor of electrical heating devices is the heater-wire. In the early life of the industry the market was cluttered with inferior appliances, short-lived and unsatisfactory, chiefly because of the poor quality of heater-wire. Meanwhile the larger manufacturers like the General Electric, Westinghouse and others were experimenting with various wires, as were outside experts in the field.

A certain man had perfected a wire out of nickel and chromium and other ingredients, which produced a much longer burning life than any other type. He became entangled in a lawsuit with the General Electric Company and the outcome was that eventually the

THE FAMOUS SHASTA BRUSH ASSORTMENT



Order a trial card today—Place it on your counter and watch the quick sales

THE WOOSTER BRUSH COMPANY Wooster, Ohio

Since 1851-One Family-One Idea-Better Brushes

Guernseyware

THE ORIGINAL

A quick selling line of Vitrified Porcelain Casseroles, Teapots and Serving Dishes you cannot afford to be without.

Your customers are educated up to looking for this Trade Mark.



Write for complete illustrated Catalog
We also manufacture a full line of Hotel Ware

THE GUERNSEYWARE CO. CAMBRIDGE, OHIO

100% PROFIT FOR HARDWARE DEALERS!

Every one needs Phonograph Needles, and here they are—50 boxes of 50 needles each, packed in a neat counter-salesman. The cost to you is \$3.00 net. With mighty little help from you this efficient salesman sells its wares for \$6.00—10c per box—bringing you a clear profit of \$3.00.

They Sell Themselves

And your customers will come back again to call by name for those satisfactory Violaphone needles. Every needle plays 10 records—brilliantly. For any Phonograph that uses a steel needle.

The Fred. Gretsch Mfg. Co. 60 Broadway, Brooklyn, N. Y.

Or Ask Your Jobber



THE ONLY TATE'S

COMMON SENSE ASSORT-MENT OF SPOOL WIRE for the Automobile and Household Trade. All saleable numbers. Send for circular.

E. H. TATE MOP AND CORDAGE CO. BOSTON, MASS.

THE STINE SCREW HOLES



THE ONLY SCREW HOLES IN THE WORLD

Manufactured by
THE STINE
SCREW HOLES
CO.
Waterbury, Conn.

company took over his franchise. It was another case of Selden patent as in the automobile business.

Certain wire producers licensed to manufacture this nicklechromium wire, which was called "Nichrome." Those appliance manufacturers desiring to use "Nichrome" bought of the licensed manufacturers, upon the terms and conditions laid down by the licensee. And this, while it does not regulate the price at which the appliance should be sold, nevertheless does set the maximum and minimum discounts to the trade at which the appliance must be distributed. Today "Nichrome" wire is used in the majority of better heating appliances, and that is why these wares are sold at almost the same scale of discounts.

There is a different scale for small heating devices, such as the iron and toaster, and another for large devices, such as the range, heater, etc. Thus the minimum discount to the retailer for small appliances is generally set at 25 per cent, and the maximum at 20 and 10 per cent. When a retailer does a certain amount of business he is entitled to the larger discount.

There are heating appliances made and sold-good ones, toowith unlicensed wire. For the wire manufacturers have gone on steadily developing their products, and some of them make an unlicensed wire as well as the "Nichrome." Since the license expires in 1923 it is expected that the number of appliance manufacturers will steadily increase. No one has attempted to prophesy just what will happen to the heating-device business upon the expiration of this patent. It is believed, however, that the industry is sufficiently stabilized and standardized, so that there will not be a dangerous influx of inferior wire, nor inferior appliances.

All this has a bearing on the hardware retailer. For the most

part, his discounts are based differently, most of them on turnover possibilities, and the like. Manufacturers of heating devices using licensed wire cannot give sliding discounts as can the manufacturer of tans, for example.

To the best of my knowledge no electrical jobber or distributor can secure as high a discount on either heating device or household specialty as can the hardware jobber on regular hardware lines, some of which discounts, as on taps, for example, run up as high as 65 per cent. Nor can the hardware-electrical-retailer hope in most cases to secure as large a margin on electrical merchandise, generally, as he has on his regular lines.

Washing machine discounts, for the most part, vary according to the quantity ordered. Some manufacturers provide the dealer the full distributor's discount, even in instances where they have no warehouse and possess no attributes other than ability to sell, and a hustling sales force.

These manufacturers have found that their product must be sold; success lies in selling methods, and many of them have said they would rather have a barber, or a black-smith,—or any sort of individual—who had ability to sell, to drive men, working from house to house, than to place their business with retailers who merely sit back and wait for the business to come in.

And they are rapidly building up sales agencies and branches on this principle. These distributors turn their stocks not two or three times a year, but six and more. And there is no doubt but what they make a profit.

What can you do about it?

If you sell, or expect to sell, electrical merchandise, my advice is not to fool yourself for a minute over margins; don't make the electrical retailer's mistake of thinking only of profit-per-sale. It is high time

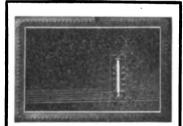
Harness Business

Over 800,000 sets of harness are needed every year for the work horses of the U. S. How much of this business are you setting?



will help you get your part.
It is a hardware item. You should stock it and push it.
The market is big.
Ask your jobber or write.

Niagara Metal Stamping Corporation Division G Niagara Falls, N. Y. Makers of The Premax Line of Hardware Specialties



Wilder Oren Thermometer—one of the Wilder group of cooking thermometers tested and approved by Good Housekeeping Institute.

All good housekeepers are prospects for



Accurate Thermometers

because they are an infallible guide to good cooking results—good food and no waste. Ask your publier for the Wilder Household Assortment containing two dozen assorted thermometers for Landy Making. Deep Eat Frying, Bungalow Oven, and Fireless Coker of Cake profile to the word of the containing this assortment, send us your jobber's name

assortment, send us your jobber's nam and we will supply you direct.

Wilder-Pike Thermometer Co...

Troy, N. Y.

Makers of Accurate Thermometers
for all purposes



THE HAMMER HOLDS THE TACK

The Original Horseshoe Magnet Hammers. Tacks or small nails are held by the magnet end of hammer, ready for driving anywhere within reach.

The Best Magnet Hammer on the Market

ORDER FROM JOBBER
Silver Medal Panama-Pacific
Exposition

ARTHUR R. ROBERTSON Sole Mfr.

Boston, Mass.

Trade marks registered U.S. Pat. Office

You Can Make Your Store the Roller Skate Headquarters

BROWNIE SKATES and the Selling Helps we furnish free will do it.

It pays to cultivate the children's trade.

Just drop us a card and mention your favorite jobber.

F. D. KEES MFG. CO. Dept. 60 Beatrice, Nebraska

Silver Lake Sash Cord

Sold by Net Weight, Guaranteed Full Lengths Established 1869

Order Thru Your Jobber

Silver Lake Co.

Newtonville, Mass.

that retailers gave thought to turnover and annual return on invested capital as well as profit-per-sale.

That triple alliance is the basis for working out a discount or margin which permits every competent retailer, wholesaler and manufacturer to make a satisfactory profit. If you are not well-posted on overhead and turnover, by all means educate yourself on both subjects.

GOOD HARDWARE and other trade publications have steadily preached the need of this. Get in touch with retailers who have actually cut down the number and size of their so-called "fixed items" of overhead and get them to tell you how they did it. Through this publication, your Association and other sources it should not be difficult to do this.

Adopt every definite, specific method you can for cutting to the bone every item of overhead. Determine your exact overhead, know your turnover and think and figure in terms of invested capital. Practice speeding up your turnover, and with the profits gained you can increase your original investment and as time passes see your business steadily increase in value.

And a last word: As I said, the retailing of electrical appliances is in its infancy. It is spreading and growing faster than figures can keep up with it. Turnover figures in the electrical retail field are not reliable, but one thing is sure; the hardware retailer, because he has been in business longer, has had more experience and for other reasons is in a better position to know the meaning of margins, of turnover and invested capital than the out-and-out electrical retailer.

The Limit

Mother, mother, may I go shop? Yes, my darling daughter. Shop as much as ever you like, But don't exceed a—quarter.



LAGE CURTAIN STRETCHERS — HOUSEHOLD WOODEN WARE
GENERAL OFFICES AND PLANT—2558-60 ARMITAGE AVENUE,
CHICAGO, ILL., U. S. A.

SAMSON CORDAGE WORKS

MANUFACTURERS OF BRAIDED CORDAGE AND COTTON TWINES



SASH CORD, CLOTHES LINES, SMALL LINES ETC. SEND FOR CATALOG MASS.



Originators of Sash Chain

Manufacturers Belt and Harness Punches and Chains for various purposes

THE SMITH 2 EGGE MFG. CO.
Bridgeport, Conn.

CLEANS UP MUD AND MONEY

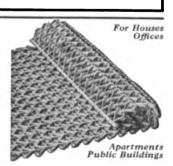
You'll find it easy to sell Sleeth Flexible Steel Mats. Self cleaning, sanitary, last for years. Built in steel links like a chain. All standard sizes—specials to order.

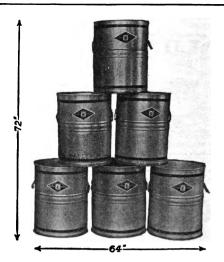
Write us or your jobber for prices

FERNALD MFG. CO.

North East

Penn.







47 Per Cent. SAVING IN FREIGHT CHARGES ALONE

And that's Only One of the Big Advantages of the New Style Iron Horse Flaring Ash Cans

CCORDING to present classifications: Straight Cans take 2½ times first-class rate, Flaring Cans take second-class rate.

Which, in actual figures, means an approximate saving of 50% in freight charges. And there is practically the same proportionate saving in floor space, an important item, you will agree. Not only that—nestable Ash Cans are better protected for shipment.

The flare on these Cans is so slight that it is hardly noticeable, and there is no appreciable difference in the capacities of the two Cans.

Flaring type Cans can be furnished in the seven different styles listed below. We will gladly quote you on request. Prompt shipment can be made.

Get your order in early.

ROCHESTER CAN COMPANY, Rochester, N. Y.









THE satisfaction of the purchaser of a Pennsylvania Quality Lawn Mower returns a thousand fold to the merchant in the shape of "good will" and prestige.

Nearly half a century of unqualified approval of users is the strongest guarantee of satisfaction of Pennsylvania Quality Lawn Mowers.



This trade mark is on the handles of:



Pennsylvania Standard, high and low wheel Pennsylvania Junior Ball Bearing, high and low wheel Continental High Wheel Great American Ball Bearing Red Cloud Pall Bearing Orehid Ball Bearing Panama Plain Bearing New Belmont Ball Boaring Delta Ba!l Bearing Electra







DEGRAH the Wonder Finish

Six colors, natural and ground color

color Other Keystone Products

the original flat, washable Wall Finish

EDELVICE

KEYSTONA

the changeless White Enamel

ZINOLIN

a pure Zinc Paint

Tie up with our National Advertising. Talk DE-GRAH. Hammer home the facts that DEGRAH is really different from any other varnish on the market—that it is the only varnish containing Degras (oil of sheep's wool, Nature's own waterproofing substance)—that it resists the action of water, ammonia or alcohol—that it is not affected by steam, boiling water, cologne or any toilet preparation.

DEGRAH sets dustproof in 3 hours and hardens over night. One gallon will cover 450 sq. ft., two coats, producing a glass-hard, iron-tough, transparent surface that withstands the hardest kind of abuse without marring or cracking.

WRITE for particulars of Keystone Service. Advertising Electros and Display Material free, upon request.

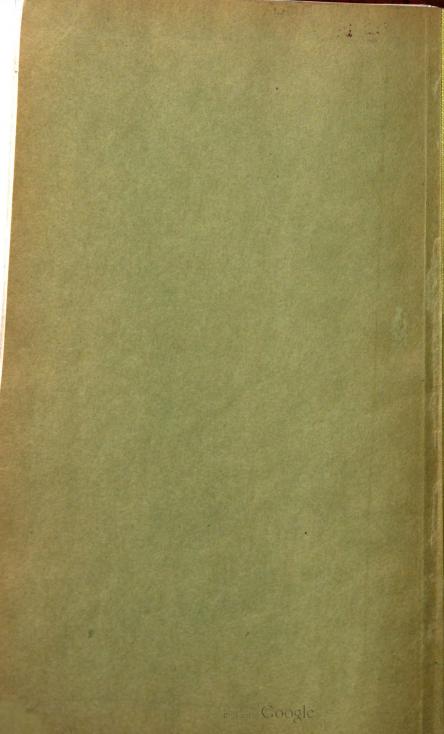
KEYSTONE VARNISH COMPANY

Hull, England

Brooklyn, N. Y.

Degrah
U.S. PAT. OFF.

It's Water-proof



Coogle

